

OCT. 5-11, 1987

[illegible]

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

18 PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 5-11, 1987

PROGRAM NAME						KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
										TOTAL WORKING LOH				WOMEN					MEN					TEENS		CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
DAY	TIME	DUR	NET	NO. OF		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+ 18-49	LOH 18-49 W/CH	WOMEN 18- 18- 25- 35- 35+					MEN 18- 18- 25- 35- 35+					TOT. 12- 12-	TOT. 2- 6-																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8

OCT. 5-11, 1987

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
									TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN						
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	PERS	WOMEN	18-49																					
	#STNS	CVG%	TYPE					(2+)	18+	49	<3		18-	18-	25-	35-		18-	18-	25-	35-		12-	12-		2-	6-				
EVENING CONT'D																															
MACGYVER-CONT'D																															
MON	8.00P	60	ABC	3	B	12.1	19	1069	1701	273	214	61	752	200	390	359	386	314	657	227	388	351	309	218	121	63	172	91			
	197	93	A	3	C	12.1	19	1069	1701	273	214	61	752	200	390	359	386	314	657	227	388	351	309	218	121	63	172	91			
	8.00 - 8.30				A	10.9	18	966	1741	275	205	59^	801	226	407	352	385	351	655	233	347	291	264	266	105	47^	180	93			
	8.30 - 9.00				A	13.3	21	1178	1719	243	187	59	743	207	369	334	353	327	675	225	378	324	299	256	117	53^	186	92			
MAGNUM, P.I.																															
WED	9.00P	60	CBS	1	A	18.6	28	1648	1659	360	290	112	855	302	524	477	405	287	598	215	400	358	310	162	86	39	120	72			
	207	99	PD	1	B	18.6	28	1648	1659	360	290	112	855	302	524	477	405	287	598	215	400	358	310	162	86	39	120	72			
	9.00 - 9.30				C	18.6	28	1648	1659	360	290	112	855	302	524	477	405	287	598	215	400	358	310	162	86	39	120	72			
	9.30 - 10.00				A	17.8	27	1577	1654	348	275	116	856	296	511	471	407	298	590	207	387	351	307	166	84	38^	124	73			
					A	19.5	30	1728	1656	370	302	109	849	307	532	480	401	276	603	221	409	362	312	156	87	41	116	71			
MARRIED...WITH CHILDREN																															
SUN	8.00P	30	FOX	3	A	5.8	9	514	1883	358	320	89^	674	389	553	429	245	97^	542	244	413	344	255	102^	307	180	360	234			
	117	86	CS	3	B	4.0	6	352	1799	353	300	53^	653	345	505	425	255	107	659	317	541	464	307	87^	218	130	269	181			
					C	4.0	6	352	1799	353	300	53^	653	345	505	425	255	107	659	317	541	464	307	87^	218	130	269	181			
MAX HEADROOM																															
FRI	9.00P	60	ABC	4	A	7.1	12	629	1490	257	217	106	576	299	416	334	226	132	453	236	369	341	195	61^	178	50^	283	187			
	207	99	A	4	B	7.0	12	620	1618	254	208	121	643	292	451	398	278	150	558	256	427	378	259	93	166	71	250	155			
					C	7.0	12	620	1618	254	208	121	643	292	451	398	278	150	558	256	427	378	259	93	166	71	250	155			
	9.00 - 9.30				A	7.3	13	647	1527	280	243	118	628	328	459	360	239	143	429	229	343	322	177	63^	176	54^	294	192			
	9.30 - 10.00				A	6.8	12	602	1472	236	193	94^	529	273	376	310	216	122	486	247	403	367	217	59^	183	46^	274	185			
MR. PRESIDENT																															
SUN	9.30P	30	FOX	3	A	3.7	6	328	1612	283	241	92^	572	307	439	444	211	78^	575	295	449	411	239	73^	299	187^	167^	137^			
	115	84	CS	3	B	2.8	4	251	1574	310	264	89^	623	336	466	435	224	114^	616	304	462	395	253	122^	199	110^	136^	102^			
					C	2.8	4	251	1574	310	264	89^	623	336	466	435	224	114^	616	304	462	395	253	122^	199	110^	136^	102^			
MOONLIGHTING																															
TUE	9.00P	60	ABC	2	A	21.8	34	1931	1666	389	348	132	796	427	610	526	285	144	497	288	408	308	178	72	178	86	195	123			
	217	99	PD	2	B	23.9	37	2113	1701	397	358	131	776	418	604	514	281	135	522	311	432	343	181	66	194	108	209	131			
	9.00 - 9.30				C	23.9	37	2113	1701	397	358	131	776	418	604	514	281	135	522	311	432	343	181	66	194	108	209	131			
	9.30 - 10.00				A	21.1	33	1869	1702	392	354	131	796	424	611	528	283	145	497	287	409	307	178	71	188	98	222	142			
					A	22.5	35	1994	1632	386	342	133	796	429	609	524	288	143	497	288	407	309	179	73	169	74	170	105			
MURDER, SHE WROTE																															
SUN	8.04P	60	CBS	4	A	23.3	36	2064	1623	337	223	48	923	165	355	382	442	493	518	102	209	219	249	273	73	37	108	70			
	207	99	SM	4	B	21.4	33	1894	1597	322	209	51	893	143	331	364	436	492	570	105	226	248	287	301	63	30	72	46			
	8.00 - 8.30				C	21.4	33	1894	1597	322	209	51	893	143	331	364	436	492	570	105	226	248	287	301	63	30	72	46			
	8.30 - 9.00				A	22.6	35	2002	1595	327	213	43	907	152	337	364	433	498	515	96	204	215	245	276	71	37	103	64			
	9.00 - 9.30				A	23.9	36	2118	1636	341	226	49	932	168	359	386	447	498	519	104	209	217	250	274	74	36	110	74			
					A	23.5	36	2082	1690	372	264	67	947	217	435	450	463	430	530	125	246	257	267	238	82	41	131	82			
MY SISTER SAM																															
SAT	8.00P	30	CBS	2	A	10.1	19	895	1613	322	264	58^	849	281	449	386	331	350	495	187	300	259	181	177	91	48^	178	114			
	208	99	CS	2	B	8.7	16	771	1648	298	239	68	812	278	418	385	294	341	536	183	317	289	226	193	83	45^	218	130			
					C	8.7	16	771	1648	298	239	68	812	278	418	385	294	341	536	183	317	289	226	193	83	45^	218	130			
NAT'L LEAGUE CHAMP PRE 1(S)																															
TUE	8.00P	22	NBC		A	10.7	19	948	1501	166	118	35^	621	126	234	245	243	336	677	196	315	306	243	315	62^	26^	140	89			
CONT'D																															

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 5-11, 1987

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE T/C OF										K E Y	HOUSEHOLD AUDIENCES AVG. SH AUD. % 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
													TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
													PERS (2+)	WOMEN 18-49	LOH 18-49 W/CH		18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	12- 17	FEM. 12-17	TOT. 2-6	TOT. 11-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
EVENING CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					</

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PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 5-11, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																														
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING				LOH					W O M E N					M E N					T E E N S		CHILDREN																														
								PERS	WOMEN		18-49		18- 18- (2+)	49	W/CH	18- 49	18- 25- 34	25- 35- 49	35- 49	49	55+	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	TOT. 12- 17	FEM. 12- 17	TOT. 2- 11	TOT. 6- 11																						
EVENING CONT'D																																																											
NAT'L LEAGUE CHAMP GM 4(-CONT'D																																																											
8.30 - 9.00										A	13.4	25	1187	1665	203	142	48A	635	143	243	249	244	346	791	186	354	357	329	397	96	51A	144	78																										
9.00 - 9.30										A	15.2	29	1347	1685	207	147	50	648	145	273	275	261	329	838	207	411	409	369	390	84	34A	115	71																										
9.30 - 10.00										A	15.9	29	1409	1731	207	141	66	670	163	291	287	259	337	864	246	442	430	367	382	77	27A	120	76																										
10.00 - 10.30										A	15.3	29	1356	1720	221	165	72	652	187	316	297	240	300	852	261	469	446	368	339	93	36A	123	91																										
10.30 - 11.00										A	15.0	30	1329	1713	193	148	57	612	182	312	291	230	272	886	278	491	457	376	350	87	27A	128	99																										
NBC MONDAY NIGHT MOVIES										A	16.7	27	1480	1596	349	299	106	857	332	563	502	384	231	448	181	296	282	210	113	115	75	177	107																										
MON 9.00P 120 NBC										B	16.7	27	1479	1633	335	275	97	827	302	516	456	377	255	497	176	310	293	248	150	145	82	164	105																										
200 99 FF										C	16.7	27	1479	1633	335	275	97	827	302	516	456	377	255	497	176	310	293	248	150	145	82	164	105																										
HAUNTED BY HER PAST										A	17.2	26	1524	1632	360	307	96	857	316	548	485	387	252	445	174	280	265	201	129	125	80	205	133																										
9.00 - 9.30										A	16.6	26	1471	1594	346	297	106	857	321	560	501	393	232	443	175	275	265	208	129	119	80	175	107																										
9.30 - 10.00										A	16.6	27	1471	1573	341	293	113	852	336	568	511	383	220	444	186	305	293	210	98	113	74	165	98																										
10.00 - 10.30										A	16.5	30	1462	1573	347	297	111	856	353	574	508	371	218	456	189	325	302	221	95	101	66	160	88																										
10.30 - 11.00										A	16.5	30	1462	1573	347	297	111	856	353	574	508	371	218	456	189	325	302	221	95	101	66	160	88																										
NEW HART										A	19.5	30	1728	1623	373	295	114	863	326	509	461	352	287	518	223	350	315	209	149	97	55	146	82																										
MON 9.00P 30 CBS										B	17.5	27	1551	1585	377	300	112	864	310	507	483	368	294	498	186	311	297	228	160	101	58	123	81																										
210 99 CS										C	17.5	27	1551	1585	377	300	112	864	310	507	483	368	294	498	186	311	297	228	160	101	58	123	81																										
NFL MONDAY NIGHT FOOTBALL										A	13.8	25	1223	1525	193	166	57	514	173	281	276	230	192	852	324	531	512	376	257	58	11V	101	59																										
MON 9.00P 196 ABC										B	18.5	33	1639	1576	216	184	55	507	183	314	299	236	156	875	336	563	527	406	246	99	23	94	55																										
215 99 SE										C	18.5	33	1639	1576	216	184	55	507	183	314	299	236	156	875	336	563	527	406	246	99	23	94	55																										
SAN FRANCISCO VS NY GIANTS										A	15.1	23	1338	1591	193	168	63	556	180	299	289	255	222	817	291	486	458	358	274	74	20A	144	78																										
9.00 - 9.30										A	16.5	26	1462	1545	180	148	51	515	156	268	273	248	206	871	317	510	507	384	285	52	6V	107	69																										
9.30 - 10.00										A	16.9	27	1497	1535	205	174	61	515	189	288	277	219	182	879	344	545	522	378	266	53	8V	88	52																										
10.00 - 10.30										A	14.9	25	1320	1482	203	170	57	479	169	257	251	207	178	853	343	542	513	360	248	66	6V	84	51																										
10.30 - 11.00										A	12.0	24	1053	1532	203	184	66	521	193	311	316	232	165	848	345	566	541	382	218	64	16A	99	53A																										
11.00 - 11.30										A	9.7	25	859	1493	181	160	49A	503	161	271	262	214	197	857	314	556	551	398	242	43A	11V	90	49A																										
11.30 - 12.00										A	9.1	27	806	1460	182	153	36A	510	146	272	254	228	201	839	306	545	531	399	240	34A	10V	76A	44A																										
12.00 - 12.30										A	9.1	27	806	1460	182	153	36A	510	146	272	254	228	201	839	306	545	531	399	240	34A	10V	76A	44A																										
OHARA										A	10.5	19	930	1722	287	213	112	834	236	407	409	390	370	605	176	355	351	321	210	119	47A	162	80																										
SAT 9.00P 60 ABC										B	9.5	18	842	1714	284	223	101	792	220	412	421	391	318	641	191	401	387	344	199	123	42A	158	87																										
208 99 OP										C	9.5	18	842	1714	284	223	101	792	220	412	421	391	318	641	191	401	387	344	199	123	42A	158	87																										
9.00 - 9.30										A	10.1	19	895	1702	276	198	118	811	239	395	401	368	355	599	177	359	350	318	205	107	40A	185	94																										
9.30 - 10.00										A	10.9	20	966	1740	298	227	107	856	233	418	416	411	384	611	176	352	352	324	215	131	53A	141	66																										
OLDEST ROOKIE										A	12.2	19	1081	1592	294	210	83	813	199	396	422	439	337	575	132	304	277	334	238	77	31A	126	71																										
WED 8.00P 60 CBS										B	11.9	20	1052	1578	264	191	78	776	195	391	400	398	323	581	157	305	302	297	235	81	34	140	83																										
206 99 OP										C	11.9	20	1052	1578	264	191	78	776	195	391	400	398	323	581	157	305	302	297	235	81	34	140	83																										
8.00 - 8.30										A	11.6	19	1028	1601	299	208	83	828	203	397	425	446	352	571	138	295	256	319	245	72	28A	130	77																										
CONT'D																																																											

PROGRAM AUDIENCE ESTIMATES (Alpha)

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PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
								TOTAL WORKING				W O M E N					M E N					T E E N S		CHILDREN					
								PERS	WOMEN	LOH	18-49	18- 18- 25- 35-				18- 18- 25- 35-					TOT.	FEM.	TOT.	TOT.					
DAY	TIME	DUR	NET	NO. OF		AVG.	AVG.																						
#STNS	CVG%	TYPE	T/C		%	%	0,000	(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11		
EVENING CONT'D																													
OLDEST ROOKIE-CONT'D 8.30 - 9.00																													
					A	12.8	20	1134	1583	289	212	83	800	195	396	419	433	323	579	127	312	296	348	232	82	33^	123	66	
OLYMPIC DIARY-MON					A	13.4	21	1187	1734	250	196	60	761	216	380	342	367	335	678	219	381	319	305	256	106	49^	189	97	
MON 8.43P					B	12.2	19	1076	1694	263	211	50	701	203	381	354	355	278	712	254	440	406	337	218	117	54	164	93	
180 91 ABC 4					C	12.2	19	1076	1694	263	211	50	701	203	381	354	355	278	712	254	440	406	337	218	117	54	164	93	
OLYMPIC DIARY-TUE					A	15.3	27	1356	1486	358	322	147	865	437	633	573	318	173	428	206	343	310	192	59	99	30^	95	61	
TUE 10.40P					B	15.7	28	1387	1546	360	316	137	835	412	617	529	326	176	493	249	393	333	196	78	102	52	117	75	
213 99 ABC 4					C	15.7	28	1387	1546	360	316	137	835	412	617	529	326	176	493	249	393	333	196	78	102	52	117	75	
OLYMPIC DIARY-WED					A	15.4	27	1364	1478	347	295	82	862	315	512	462	357	297	406	169	261	242	184	105	103	54	107	76	
WED 10.39P					B	15.6	27	1382	1556	350	290	85	872	297	504	460	380	320	442	178	281	260	194	131	111	69	131	94	
216 99 ABC 3					C	15.6	27	1382	1556	350	290	85	872	297	504	460	380	320	442	178	281	260	194	131	111	69	131	94	
OLYMPIC DIARY-THU					A	10.5	18	930	1496	360	270	82	790	295	494	416	369	249	522	194	344	306	252	146	69	53^	116	72	
THU 10.33P					B	11.6	20	1023	1677	297	239	99	736	286	482	427	350	209	608	259	438	364	278	140	155	90	177	127	
210 98 ABC 4					C	11.6	20	1023	1677	297	239	99	736	286	482	427	350	209	608	259	438	364	278	140	155	90	177	127	
OLYMPIC DIARY-FRI					A	11.3	21	1001	1460	271	189	73	733	184	375	369	389	288	615	159	396	386	356	178	61^	17^	51^	28^	
FRI 10.52P					B	12.8	25	1132	1586	302	224	85	829	240	458	451	410	307	600	182	374	377	301	182	77	40	79	46	
																									</				

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 5-11, 1987

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									TOTAL WORKING PERS				W O M E N					M E N					T E E N S		CHILDREN			
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH. %	AVG. AUD. 0,000	(2+)	18+	49	18-49 W/CH	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	TOT. 12-	FEM. 12-	TOT. 2-	TOT. 6-	
EVENING CONT'D																												
60 MINUTES-CONT'D																												
	210	99	DN	4	C	19.9	34	1765	1543	310	210	48	777	157	312	322	356	403	678	163	323	339	336	297	37	15A	51	27
	7.00 - 7.30				A	16.1	28	1426	1527	299	214	50	778	174	308	300	325	421	661	190	316	314	297	294	28A	6V	61	27A
	7.30 - 8.00				A	20.0	33	1772	1567	325	223	53	833	175	335	333	376	439	655	177	313	313	302	291	28A	8V	52	20A
	8.00 - 8.30				A	22.7	36	2011	1632	321	216	57	886	163	353	360	424	464	591	140	273	279	279	272	79	38	76	46
SLAP MAXWELL																												
WED	9.30P	30	ABC	3	A	14.8	23	1311	1578	344	267	77	823	299	479	454	351	270	484	217	316	285	218	124	131	86	139	85
	216	99	CS	3	B	15.9	25	1412	1649	334	275	86	814	294	503	472	376	254	547	234	377	332	249	136	129	68	160	98
					C	15.9	25	1412	1649	334	275	86	814	294	503	472	376	254	547	234	377	332	249	136	129	68	160	98
SLEDGE HAMMER																												
THU	8.00P	30	ABC	4	A	9.3	15	824	1507	267	198	90	672	234	361	342	287	252	487	208	319	254	214	141	124	52A	224	155
	207	98	CS	4	B	8.3	14	735	1622	258	201	81	684	236	364	339	291	272	574	221	363	314	259	175	120	57	245	169
					C	8.3	14	735	1622	258	201	81	684	236	364	339	291	272	574	221	363	314	259	175	120	57	245	169
SPENSER: FOR HIRE																												
SUN	8.00P	60	ABC	3	A	12.1	19	1072	1801	377	310	122	801	288	495	461	372	245	635	252	429	357	321	164	136	83	229	142
	210	99	PD	3	B	10.9	17	969	1772	327	267	106	761	252	459	426	366	252	661	233	428	382	331	197	124	59	226	126
	8.00 - 8.30				C	10.9	17	969	1772	327	267	106	761	252	459	426	366	252	661	233	428	382	331	197	124	59	226	126
	8.30 - 9.00				A	11.7	18	1037	1800	375	306	114	797	286	488	458	366	250	621	243	413	354	322	164	132	78	250	144
					A	12.5	19	1108	1802	379	314	129	804	290	502	464	378	241	649	261	444	360	321	165	140	88	209	141
SPORTSBREAK-SAT																												
SAT	9.58P	1	CBS	3	A	7.8	15	691	1672	353	275	57A	859	305	498	437	386	299	515	163	276	282	248	217	119	73A	179	97
	209	99	SN	3	B	9.6	18	851	1672	290	215	57	798	204	384	410	380	337	643	181	340	365	340	245	82	39A	149	93
					C	9.6	18	851	1672	290	215	57	798	204	384	410	380	337	643	181	340	365	340	245	82	39A	149	93
SPORTSBREAK-SUN																												
SUN	9.58P	1	CBS	3	A	19.5	30	1728	1682	377	284	83	928	264	509	471	449	357	519	163	298	273	255	192	108	58	126	74
	207	99	SN	3	B	16.7	27	1477	1624	361	260	88	884	239	476	471	438	334	566	162	306	308	291	218	76	39	98	66
					C	16.7	27	1477	1624	361	260	88	884	239	476	471	438	334	566	162	306	308	291	218	76	39	98	66
THIRTYSOMETHING																												
TUE	10.00P	60	ABC	2	A	15.9	28	1409	1513	365	327	153	844	430	629	560	314	160	447	225	359	318	188	65	117	40A	105	66
	213	99	GD	2	B	16.3	29	1444	1565	383	340	158	828	433	632	556	310	148	478	258	394	334	187	65	125	64	135	82
	10.00 - 10.30				C	16.3	29	1444	1565	383	340	158	828	433	632	556	310	148	478	258	394	334	187	65	125	64	135	82
	10.30 - 11.00				A	16.4	27	1453	1536	372	336	154	831	431	630	549	308	150	453	238	367	318	179	68	135	49	117	73
					A	15.4	28	1364	1488	358	318	153	858	428	627	572	321	171	441	212	351	318	198	63	97	30A	93	58
TOUR OF DUTY																												
THU	8.00P	60	CBS	3	A	12.0	19	1063	1699	306	239	77	724	234	433	401	352	248	662	259	446	400	330	173	166	69	146	104
	206	99	GD	3	B	11.0	18	972	1610	251	193	67	659	190	387	365	331	235	696	256	481	447	350	179	131	48	123	77
	8.00 - 8.30				C	11.0	18	972	1610	251	193	67	659	190	387	365	331	235	696	256	481	447	350	179	131	48	123	77
	8.30 - 9.00				A	10.7	17	948	1651	279	212	75	720	217	401	376	347	278	649	255	442	393	322	170	153	65A	129	95
					A	13.4	21	1187	1724	324	259	77	722	246	456	418	355	222	669	260	447	403	334	175	175	73	159	111
TRACEY ULLMAN SHOW																												
SUN	9.00P	30	FOX	3	A	4.0	8	1354	1775	299	244	85A	589	355	468	404	202	79A	523	264	440	395	232	60A	438	264	225	175A
	116	84	CS	3	B	3.2	5	286	1667	320	281	82A	613	352	486	431	221	97A	604	304	491	410	256	96A	273	165	176	118A
					C	3.2	5	286	1667	320	281	82A	613	352	486	431	221	97A	604	304	491	410	256	96A	273	165	176	118A
20/20																												
FRI	10.00P	60	ABC	4	A	10.8	20	957	1472	258	189	77	723	222	390	365	353	278	604	173	383	384	324	180	73	16V	72	44A
					B	12.5	24	1105A	1576	278	207	90	808	238	445	435	395	302	603	193	375	379	292	181	78	40	88	53
CONT'D																												

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8

PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 5-11, 1987

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																TELENS		CHILDREN				
DAY	TIME	DUR	NET	NO OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING LOH				W O M E N					M E N					TOT. 12-17	FEM. 12-17	TOT. 2-6	TOT. 11-17					
									PERS (2+)	18+ 18-49	49 W/CH	<3	TOTAL	34 18-34	49 18-49	54 25-54	55+ 35-55+	TOTAL	34 18-34	49 18-49	54 25-54	55+ 35-55+					TOTAL	34 18-34	49 18-49	54 25-54	55+ 35-55+
EVENING CONT'D																															
20/20-CONT'D																															
	214	99	DN	4	C	12.5	24	1105	1576	278	207	90	808	238	445	435	395	302	603	193	375	379	292	181	78	40	88	53			
	10.00 - 10.30				A	10.6	20	939	1494	251	185	78	713	246	395	368	330	268	615	197	393	394	309	177	85	18A	81	51A			
	10.30 - 11.00				A	10.9	21	966	1465	267	194	77	740	201	390	365	379	291	600	151	377	378	342	183	61A	15V	63A	37A			
21 JUMP STREET																															
SUN	7.00P	60	FOX	4	A	5.8	10	514	1824	409	359	128	802	373	614	524	365	127	479	219	362	295	215	95A	304	169	240	150			
	117	86	OP	4	B	5.3	9	472	1727	390	337	91	728	349	557	458	319	122	535	305	424	328	197	87	269	145	195	115			
	7.00 - 7.30				A	5.3	9	470	1727	390	337	91	728	349	557	458	319	122	535	305	424	328	197	87	269	145	195	115			
	7.30 - 8.00				A	6.2	10	549	1802	412	356	117A	815	342	606	531	406	141	472	213	354	280	207	102A	300	168	216	136			
					A	6.2	10	549	1872	413	368	140	803	405	630	527	336	116	493	228	374	313	224	90A	312	173	264	165			
VALERIE'S FAMILY																															
MON	8.30P	30	NBC	3	A	18.2	28	1613	1751	333	294	108	700	332	501	422	267	160	459	257	357	293	149	89	209	122	384	251			
	204	99	CS	3	B	17.7	27	1568	1836	327	286	108	727	339	527	449	285	161	438	215	332	285	179	90	252	131	420	277			
					C	17.7	27	1568	1836	327	286	108	727	339	527	449	285	161	438	215	332	285	179	90	252	131	420	277			
WEREWOLF																															
SAT	8.00P	30	FOX	3	A	5.4	10	478	1871	325	265	101A	698	281	529	473	358	125A	688	310	565	487	352	101A	253	139	233	121A			
	116	86	SM	3	B	3.9	7	343	1825	348	290	64A	699	278	500	456	353	141	659	345	528	442	287	88A	262	131	205	116			
					C	3.9	7	343	1825	348	290	64A	699	278	500	456	353	141	659	345	528	442	287	88A	262	131	205	116			
WEST 57TH																															
					A	7.6	15	673	1556	303	231	79A	793	288	459	402	337	282	560	190	360	333	282	191	117	60A	85A	34A			
NA																															
	10.00P	60	CBS	1	B	7.3	14	642	1584	314	245	75	712	243	441	410	325	164	513	213	403	334	322	16	123	52	135	57			
	209	99	IN	1	C	7.3	14	642	1583	313	245	75	712	243	441	410	325	164	513	213	403	334	322	16	123	52	135	57			
	10.30 - 11.00				A	7.5	15	675	1570	323	251	71A	717	283	455	429	350	295	553	185	355	335	279	14A	120	61A	91A	30			
					A	7.6	16	673	1562	287	214	85A	790	296	464	401	329	273	576	197	368	335	289	191	116	60A	81A	38A			
WHO'S THE BOSS?																															
TUE	8.00P	30	ABC	3	A	21.9	36	1940	1739	361	315	114	783	327	516	469	304	212	483	243	371	290	201	92	215	109	257	155			
	220	99	CS	3	B	23.1	38	2047	1577	371	324	108	763	349	535	460	294	178	463	247	360	291	179	79	225	124	308	203			
					C	23.1	38	2047	1577	371	324	108	761	349	535	460	294	178	463	247	360	291	179	79	225	124	308	203			
WISEGUY																															
THU	9.00P	60	CBS	3	A	13.8	22	1223	1641	354	247	81	800	245	465	457	426	256	587	204	378	371	324	159	135	69	118	70			
	207	99	OP	3	B	12.5	20	1105	1309	310	224	77	730	240	440	423	377	281	624	217	386	375	316	195	98	47	107	62			
	9.30 - 10.00				C	12.5	20	1105	1309	310	224	77	730	240	440	423	377	281	624	217	386	375	316	195	98	47	107	62			
					A	13.3	21	118	1639	348	249	79	801	248	468	459	415	244	618	215	400	392	333	163	144	73	135	82			
					A	14.3	23	267	1549	360	246	83	809	242	462	455	435	267	559	195	357	352	310	156	127	66	102	59			
JAMES IN PRISON																															
SUN	8.00P	30	FOX	1	A	6.3	10	555	1804	347	322	92A	702	347	589	442	258	96A	510	242	410	358	229	81A	305	135	287	138			
	27	86	CS	1	B	6.3	10	558	1804	347	322	92A	702	347	589	442	258	96A	510	242	410	358	229	81A	305	135	287	138			
					C	6.3	10	558	1804	347	322	92A	702	347	589	442	258	96A	510	242	410	358	229	81A	305	135	287	138			

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OCT. 5-11, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
DAY	TIME	DUR	NET #STNS	CVG% TYPE	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0.000	WORKING WOMEN		W O M E N						M E N						T E E N S			C H I L D R E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
									18- 18+		49	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	MALE 12- 17	FEM. 12 17	TOT. 12- 14	TOT. 2- 5	MALE 6 11	FEM. 6 11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
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PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 5-11, 1987

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET #STNS	CVG% TYPE		NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN				W O M E N					M E N					T E N S			
											18- 25	15	18- 24	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24	18- 34	18- 49	21- 49	21- 54	25- 54	12 M	12 F		
LATE FRINGE CONT'D																												
TONIGHT SHOW-CONT'D																												
MON	11.30P	60	NBC	8	B	5.8	22	509	1388	271	226	209	83	704	244	422	396	440	397	83	571	215	395	375	417	369	23^	29^
	202	99	GV	8	C	5.8	22	509	1388	271	226	209	83	704	244	422	396	440	397	83	571	215	395	375	417	369	23^	29^
TUE	11.38P	60																										
WED	11.54P	60																										
THU	12.13A	60																										
	11.30 - 12.00				A	6.4	20	566	1416	286	227	214	86	721	253	440	412	463	420	95	583	225	416	392	434	374	15^	19^
	12.00 - 12.30				A	5.9	24	527	1362	260	201	187	74	690	226	391	369	417	375	84	572	206	394	373	417	364	16^	12^
	12.30 - 1.00				A	5.3	27	466	1333	210	172	157	70^	650	183	351	328	382	350	81	576	194	402	374	411	373	27^	18^
	1.00 - 1.30				A	4.3	26	381	1355	214	188	162^	58^	636	160^	340	327	391	364	52^	585	235	451	431	457	437	43^	17^
TOP OF THE POPS																												
FRI	11.30P	60	CBS	3	A	2.3	7	204	1455	242^	212^	223^	182^	696	341	512	476	512	449	90^	496	212^	369	363	405	326	58^	89^
	165	85	GV	3	B	2.3	8	204	1498	290	229	242	165^	701	290	488	456	500	430	116^	528	269	427	381	416	353	43^	80^
	11.30 - 12.00				C	2.3	8	204	1498	290	229	242	165^	701	290	488	456	500	430	116^	528	269	427	381	416	353	43^	80^
	12.00 - 12.30				A	2.6	7	230	1541	250^	220^	235^	146^	732	336	538	510	550	492	94^	539	235^	396	394	446	359	79^	63^
					A	1.9	7	168	1415	244^	211^	218^	240^	682	366^	503	453	486	414	90^	463	192^	351^	340^	372^	296^	32^	128^

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PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		OCT. 5-11, 1987																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SM %	AVG. AUD. 0,000	LOH WORKING		W O M E N					M E N					TEEN:		CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
									18-49	WOMEN	TOTAL	18-34	18-49	25-34	35-44	45-54	TOTAL	18-34	18-49	25-34	35-44	45-54	MALE 12-17	FEM. 12-17	MALE 2-11	FEM. 2-11	TOTAL 2-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
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A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8

PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 5-11, 1987

[illegible]

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8

PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 5-11, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
DAY	TIME	DUR	NET	OF	T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH WORKING 18-49 WOMEN			W O M E N							M E N		T E E N S			C H I L D R E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
									18- W/CH		18- 49	18- 49	15- 24	TOTAL	34	49	49	54	64	55+	TOTAL	55+	MALE 12- 17	FEM. 12- 17	TOT. 15- 17	MALE 2- 11	FEM. 2- 11	TOT. 5- 11	TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

OCT. 5 11, 1987

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8

PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 5-11, 1987

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		OCT. 5-11, 1982			
DAY	TIME	DUR	NET #STNS	NET TYPE		NO OF T/C	AVG. AUD. %	SH %	AVG. AUD 0,000	LOH WORKING			W O M E N						MEN	TEENS			CHILDREN							
										18-49	WOMEN	18-49	15-24	TOTAL	18-34	18-49	25-34	25-34		35-49	MALE	FEM.	TOT.	MALE	FEM.	TOT.	TOT.			
									W/CH	18-49	15-24	18-34	18-49	25-34	25-34	35-49	TOTAL	55+	12-17	12-17	15-17	2-11	2-11	5-11	10-17					
MONDAY-FRIDAY DAYTIME CONT'D																														
SANTA BARBARA-CONT'D																														
FRI 3.11P 28																														
3.42P 18																														
3.00 - 3.30																														
3.30 - 4.00																														
A 4.3 16 377																														
A 4.5 16 395																														
102 214 166																														
94 217 168																														
162 824 260 482																														
371 450 412 288																														
255 103																														
13v 75v 43v																														
31v 24v 44v 10v																														
21v 109 57v																														
34v 27v 47v 14v																														
65v 115 105v																														
82v 120 103																														
88 813 204 358																														
268 307 281 459																														
403 217																														
19v 12v 19v																														
55v 38v 62v 31v																														
82v 120 103																														
88 813 204 358																														
283 321 295 418																														
360 179																														
24v 20v 27v																														
41v 44v 54v 31v																														
24v 20v 27v																														
41v 44v 54v 31v																														
118v 109v 81v																														
108v 787 213 351																														
271 322 267 384																														
372 176																														
17v 28v 30v																														
59v 52v 78v 32v																														
109v 103v 75v																														
106v 778 219 341																														
259 308 269 389																														
373 174																														
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84v 111 61v																														
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238 318 297 316																														
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391 225																														
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74v 119 90																														
68v 816 167 301																														
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WHO'S THE BOSS? M-F																														
MON-FRI 11.00A 30 ABC 10																														
156 85 CS 10																														
A 3.3 16 294																														
134 247 231																														
127 771 327 559																														
449 464 339 198																														
230 31v																														
33v 43v 41v																														
68v 74v 100v 42v																														
B 3.4 16 299																														
125 220 205																														
115 737 303 523																														
433 446 315 201																														
256 51v																														
38v 57v 53v																														
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C 3.4 16 299																														
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115 737 303 523																														
433 446 315 201																														
256 51v																														
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85v 72v 116 40v																														
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MON-FRI 12.30P 60 CBS 15																														
209 99 DD 15																														
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106 871 284 472																														
371 420 350 349																														
248 120																														
14v 10v 19v																														
36v 51 71 15v																														

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B

PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 5-11, 1987

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS. (2+)	WOMEN		MEN		TEEN S					CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
										15-24	TOTAL	18-49	15-24	TOTAL	TOTAL	MALE	FEM.	TOT.	12-17	TOTAL	TOTAL	MALE	FEM.	TOT.	2-5	6-11	12-17	18-24	25+																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8

PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 5-11, 1987

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																								
									TOT. PERS.	WOMEN		MEN		T E E N S					C H I L D R E N														
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	(2+)	15- 24	TOTAL	18- 49	15- 24	TOTAL	12- 17	12- 17	12- 17	12- 14	15- 17	TOTAL	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.	
#STNS	CVG%	TYPE				%	%	0,000																									
WEEKEND DAYTIME CHILDREN CONT'D																																	
I'M TELLING																																	
SAT	12.30P	30	NBC	5	A	2.4	9	213	1228	146^	350	235^	118^	229^	186^	95^	90^	64^	122^	463	262^	201^	109^	354	197^	157^	135^	219^					
	101	55	CA	5	B	2.8	10	245	1331	140	362	287	108^	237	217	84^	132^	123^	94^	516	293	223	166	350	191	159	154	196					
					C	2.8	10	245	1331	140	362	287	108^	237	217	84^	132^	123^	94^	516	293	223	166	350	191	159	154	196					
KIDD VIDEO																																	
SAT	12.30P	30	CBS	4	A	2.5	9	222	1496	110^	421	260^	140^	320	208^	64^	144^	78^	129^	548	292	256^	203^	345	174^	171^	216^	128^					
	139	67	CA	4	B	2.2	8	197	1481	176	391	271	145^	249	318	104^	214	168	150^	523	298	226	227	296	178	119^	158	139^					
					C	2.2	8	197	1481	176	391	271	145^	249	318	104^	214	168	150^	523	298	226	227	296	178	119^	158	139^					
LITTLE CLOWNS-HAPPYTOWN																																	
SAT	8.30A	30	ABC	3	A	2.8	15	248	1446	86^	182^	157^	23^	209^	175^	78^	97^	111^	64^	881	461	420	277	604	352	252^	369	235^					
	206	99	CA	3	B	2.6	14	233	1392	113^	290	256	43^	148^	139^	56^	82^	75^	64^	816	368	448	332	484	264	220	284	200					
					C	2.6	14	233	1392	113^	290	256	43^	148^	139^	56^	82^	75^	64^	816	368	448	332	484	264	220	284	200					
LITTLE WIZARDS																																	
SAT	10.00A	30	ABC	3	A	4.3	16	381	1444	86^	284	235	102^	233	263	153^	110^	157^	106^	665	272	392	278	387	164^	223	193	194					
	205	98	CA	3	B	4.2	16	372	1495	87^	308	267	99	205	236	140	96	143	93^	747	376	371	364	382	213	169	162	221					
					C	4.2	16	372	1495	87^	308	267	99	205	236	140	96	143	93^	747	376	371	364	382	213	169	162	221					
MIGHTY MOUSE																																	
SAT	10.30A	30	CBS	4	A	4.1	15	363	1414	53^	310	208	70^	235	67^	31^	36^	52^	16^	801	476	326	336	466	267	199	313	153^					
	196	96	CA	4	B	4.1	15	363	1462	57^	283	210	53^	229	122	62^	60^	92	30^	828	495	333	351	477	284	193	275	202					
					C	4.1	15	363	1462	57^	283	210	53^	229	122	62^	60^	92	30^	828	495	333	351	477	284	193	275	202					
MUPPET BABIES I																																	
					A	3.8	20	337	1399	59^	300	230	23^	186^	68^	22^	46^	45^	23^	845	503	342	305	539	350	190	325	215					
SAT	8.30A	30	CBS	4	B	3.6	19	317	1366	45^	258	187	16^	186	102	50^	52^	76^	27^	820	468	331	338	485	294	195	277	206					
	204	97	CA	4	C	3.6	19	317	1366	45^	258	187	16^	186	102	50^	52^	76^	27^	820	468	331	338	485	294	195	277	206					
MUPPET BABIES II																																	
SAT	9.00A	30	CBS	4	A	4.5	19	399	1454	44^	286	239	35^	213	77^	36^	40^	60^	17^	889	457	431	351	537	302	235	318	218					
	204	97	CA	4	B	4.4	19	385	1436	33^	245	194	29^	199	107	65^	42^	91	16^	885	470	415	382	503	272	231	278	225					
					C	4.4	19	385	1436	33^	245	194	29^	199	107	65^	42^	91	16^	885	470	415	382	503	272	231	278	225					
MUPPET BABIES III																																	
SAT	9.30A	30	CBS	4	A	4.4	17	390	1528	90^	343	288	34^	226	140^	41^	99^	93^	47^	820	475	345	339	481	284	196	287	193					
	201	97	CA	4	B	4.4	17	392	1454	45^	252	204	22^	200	118	59^	59^	96	22^	885	501	384	385	500	288	212	285	215					
					C	4.4	17	392	1454	45^	252	204	22^	200	118	59^	59^	96	22^	885	501	384	385	500	288	212	285	215					
MY PET MONSTER																																	
SAT	9.00A	30	ABC	3	A	3.5	15	310	1403	79^	190^	177^	51^	196^	213	138^	76^	144^	70^	803	407	397	318	485	268	217	257	228					
	203	99	CA	3	B	3.6	16	322	1416	88^	238	208	46^	169	148	89^	59^	83^	65^	860	434	426	340	520	299	222	260	261					
					C	3.6	16	322	1416	88^	238	208	46^	169	148	89^	59^	83^	65^	860	434	426	340	520	299	222	260	261					
NEW ARCHIES																																	
SAT	11.30A	30	NBC	5	A	4.5	17	399	1324	147^	287	234	80^	207	327	139^	187	221	105^	503	259	244	202	301	151^	150^	185	116^					
	183	77	CA	5	B	5.0	18	447	1460	176	343	294	104	206	289	119	170	164	125	622	327	295	263	359	197	161	176	183					
					C	5.0	18	447	1460	176	343	294	104	206	289	119	170	164	125	622	327	295	263	359	197	161	176	183					
PEE WEE'S PLAYHOUSE																																	
SAT	10.00A	30	CBS	4	A	5.8	21	514	1448	90^	353	284	34^	229	90^	38^	52^	64^	26^	775	406	369	337	438	223	216	260	179					
	206	99	CA	4	B	5.7	21	503	1500	60^	280	227	41^	232	139	65	74	103	36^	850	473	377	364	485	261	224	277	208					
					C	5.7	21	503	1500	60^	280	227	41^	232	139	65	74	103	36^	850	473	377	364	485	261	224	277	208					
POPEYE & SON																																	
SAT	11.00A	30	CBS	4	A	3.8	14	337	1521	99^	397	298	111^	276	126^	62^	64^	63^	63^	721	420	301	281	440	218	223	259	182^					
	190	92	CA	4	B	3.8	14	337	1451	78^	310	222	72^	248	169	84^	85^	100	69^	724	429	295	312	413	237	176	217	196					
					C	3.8	14	337	1451	78^	310	222	72^	248	169	84^	85^	100	69^	724	429	295	312	413	237	176	217	196					
REAL GHOSTBUSTERS CONT'D																																	
					A	4.5	17	399	1595	104^	335	274	97^	263	275	114^	160	166	109^	722	324	398	334	388	181	207	162	226					

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56 PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 5-11, 1987

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																									
									TOT. PERS.	WOMEN		MEN		T E E N S					C H I L D R E N															
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	(2+)	15-24	18-49	15-24	TOTAL	TOTAL	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.		
#STNS	CVG%	TYPE																																
WEEKEND DAYTIME CHILDREN CONT'D																																		
REAL GHOSTBUSTERS-CONT'D																																		
SAT	10.30A	30	ABC	2	B	4.8	17	421	1625	113	365	304	115	248	269	134	135	152	117	743	374	369	354	389	229	160	172	217	217	217	217	217		
	207	98	CA	2	C	4.8	17	421	1625	113	365	304	115	248	269	134	135	152	117	743	374	369	354	389	229	160	172	217	217	217	217	217		
SMURFS I																																		
SAT	8.30A	30	NBC	5	A	4.0	21	354	1310	49^	283	235	51^	227	146^	83^	62^	123^	22^	654	322	332	292	362	212	150^	209	153^	220	220	220	220		
	206	99	CA	5	B	4.2	23	374	1396	70^	303	245	59^	197	185	93	92	118	67^	711	364	346	269	441	224	217	221	220	220	220	220	220		
				5	C	4.2	23	374	1396	70^	303	245	59^	197	185	93	92	118	67^	711	364	346	269	441	224	217	221	220	220	220	220	220		
SMURFS II																																		
SAT	9.00A	30	NBC	5	A	5.4	23	478	1243	88^	306	246	41^	218	156	69^	87^	125^	31^	563	306	257	229	334	206	127^	192	142	179	179	179	179		
	206	99	CA	5	B	5.5	24	484	1388	94	313	250	70	211	190	90	100	124	66^	675	368	307	280	395	221	174	216	179	179	179	179	179		
				5	C	5.5	24	484	1388	94	313	250	70	211	190	90	100	124	66^	675	368	307	280	395	221	174	216	179	179	179	179	179		
SMURFS III																																		
SAT	9.30A	30	NBC	5	A	5.4	21	478	1284	123^	378	310	43^	211	134	58^	76^	99^	35^	561	311	250	253	307	191	116^	178	129^	179	179	179	179		
	206	99	CA	5	B	6.0	24	532	1356	113	324	263	73	208	202	108	94	131	71	623	338	285	260	362	203	160	201	161	161	161	161	161		
				5	C	6.0	24	532	1356	113	324	263	73	208	202	108	94	131	71	623	338	285	260	362	203	160	201	161	161	161	161	161		
TEEN WOLF																																		
SAT	11.30A	30	CBS	4	A	3.8	14	337	1545	163^	422	334	111^	246	185^	84^	101^	87^	98^	692	382	310	287	405	199	206	239	166^	191	191	191	191		
	179	88	CA	4	B	3.5	13	312	1500	130	348	265	83^	234	232	106	127	139	94^	685	381	305	286	399	236	164	209	191	191	191	191	191		
				4	C	3.5	13	312	1500	130	348	265	83^	234	232	106	127	139	94^	685	381	305	286	399	236	164	209	191	191	191	191	191		

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OCT. 5 11, 1987

PROGRAM NAME							K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
DAY	TIME	DUR	NET	NO. OF T/C	%	AVG. AUD.		SH	AVG. AUD.	TOT. WORK	W O M E N				M E N									18- 24	18- 34	18- 49	21- 24	21- 34	25- 34	25- 49	35- 49	50- 64	65+
										PERS	ING																						
AT&T TENNIS CHALLENGER-SUN(S)							A	1.2	3	106	1379	164^	592^	341^	548^	312^	511^	39v	101v	286^	507^	283^	335^	246^	299^	294^	172^	169^	114v	108^			
SUN	4.00P	120	ABC																														
	156	81	SE																														
	4.00 - 4.30																																
	4.30 - 5.00																																
	5.00 - 5.30																																
	5.30 - 6.00																																
CBS COLLEGE FOOTBALL PRE							A	3.1	10	275	1385	243	533	354	489	221^	536	59v	204^	306	528	298	328	247	278	213^	199^	88^	48v	228^			
SAT	2.30P	9	CBS	4																													
	205	99	SC	4																													
CBS COLLEGE FOOTBALL GAME							A	4.7	14	416	1396	140^	453	201	451	191	696	43^	244	381	684	369	435	338	404	308	249	120^	103^	127^			
SAT	2.39P	214	CBS	4																													
	209	99	SE	4																													
OKLA SOONERS VS TEXAS LONGHORNS							A	3.4	11	301	1350	217	444	240	426	169^	638	8v	185^	315	629	307	364	307	364	303							

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

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OCT 5 11 1997

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

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64 PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 5-11, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						C.D.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
DAY	TIME	DUR	NET	OF	T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK. PERS ING WOM. (2+)		18+	W O M E N				M E N										T E E N S																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
												TOTAL	18-		25-	18-		21	21	25-		25-	35-	35-	TOT. MALE	12-	12-																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
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WEEKEND DAYTIME SPORTS CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				</

A=CURRENT REPORT S=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 5-11, 1987

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	TEENS TOT. 12-17				
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK-PERS 18+	W O M E N						M E N																				
#STNS	CVG%	TYPE							18	18	25-	25-	35-	18-	18-	21-	25-	25-	35-	TOTAL	34	49	21+	49	54	64	55+	TOTAL	34	49	21+	49	54	64	55+
WEEKEND DAYTIME OTHER										A	2.3	7	204	1440	220^	690	196^	384	680	323	350	311^	279^	567	121^	357	545	335	306^	344	360	172^	79^		
BUSINESS WORLD	SUN	12.30P	30	ABC	2	B	2.0	7	173	1383	198^	654	143^	325	648	289	313	315	305	564	121^	322	551	309	284	323	291	203^	77^						
		139	80	N	2	C	2.0	7	173	1383	198^	654	143^	325	648	289	313	315	305	564	121^	322	551	309	284	323	291	203^	77^						
FACE THE NATION	SUN	10.30A	30	CBS	3	A	2.2	7	195	1458	221^	740	126^	248^	717	192^	269^	294^	416	654	136^	237^	648	211^	209^	274^	245^	352	16^						
		118	80	CC	3	B	2.5	9	222	1329	241	701	130^	278	688	245	300	309	369	576	116^	242	573	239	209	255	246	288	15^						
						C	2.5	9	222	1329	241	701	130^	278	688	245	300	309	369	576	116^	242	573	239	209	255	246	288	15^						
HEALTH SHOW	SAT	12 30P	30	ABC	2	A	1.3	4	115	1279	183^	450^	55^	190^	450^	190^	314^	300^	136^	473^	72^	303^	473^	303^	260^	357^	373^	73^	182^						
		118	57	N	2	B	1.5	5	133	1214	136^	478	118^	190^	477	153^	288^	236^	154^	349	91^	212^	340^	203^	185^	231^	214^	90^	156^						
						C	1.5	5	133	1214	136^	478	118^	190^	477	153^	288^	236^	154^	349	91^	212^	340^	203^	185^	231^	214^	90^	156^						
MEET THE PRESS	SUN	9 30A	30	NBC	3	A	1.8	7	159	1385	216^	749	240	297^	709	173^	236^	255^	389^	571	39^	169^	571	169^	168^	199^	342^	372^	33^						
		125	83	CC	3	B	1.6	6	145	1318	205^	743	195^	257	722	186^	241^	267	431	493	117^	213^	483	199^	179^	214^	257	251	35^						
						C	1.6	6	145	1318	205^	743	195^	257	722	186^	241^	267	431	498	117^	213^	483	198^	179^	214^	257	251	35^						
SUNDAY MORNING	SUN	9.00A	90	CBS	3	A	4.2	17	372	1342	196	705	125^	248	690	211	291	309	376	590	167^	281	590	283	242	294	273	267	15^						
		176	95	N	3	B	4.3	18	381	1313	223	683	134	238	674	212	285	292	372	546	144	269	543	267	239	283	261	233	18^						
		9.00 - 9.30				C	4.3	18	381	1313	223	683	134	238	674	212	285	292	372	546	144	269	543	267	239	283	261	233	18^						
						A	3.5	16	310	1403	161^	740	137^	223	723	186^	276	274	428	610	140^	274	610	274	236	278	299	294	30^						

9.30	10.00					A	4.3	17	381	1366	231	738	144^	287	723	248	328	337	371	597	187	297	596	297	250	288	265	262	4^
10.00 - 10.30						A	4.6	17	408	1331	198	678	104^	242	664	203	282	322	357	593	177	282	593	282	250	298	280	263	13^
SUNDAY TODAY	SUN	8.00A	90	NBC	4	A	1.5	9	133	1260	148^	487	150^	213^	465^	124^	181^	159^	217^	668	140^	276^	668	276^	240^	326^	366^	306^	59^
		121	88	N	4	B	1.5	9	131	1344	216^	640	177^	271	633	215^	283	270	301	545	157^	282	545	281	256	309	282	210^	55^
						C	1.5	9	131	1344	216^	640	177^	271	633	215^	283	270	301	545	157^	282	545	281	256	309	282	210^	55^
8.00 - 8.30						A	1.3	11	115	1174	92^	391^	91^	134^	381^	93^	133^	96^	218^	656	47^	174^	656	174^	174^	319^	418^	338^	97^
8.30 - 9.00						A	1.5	9	133	1285	186^	523	135^	206^	506	106^	166^	181^	258^	701	131^	284^	701	284^	258^	353^	410^	322^	56^
9.00 - 9.30						A	1.6	7	142	1385	166^	562	220^	299^	524	173^	245^	201^	191^	687	234^	368^	687	368^	292^	326^	305^	284^	35^
THIS WEEK-DAVID BRINKLEY	SUN	11.30A	60	ABC	2	A	3.0	10	266	1363	168^	711	126^	184^	692	138^	200^	250	465	531	111^	220^	530	219^	174^	202^	248	284	29^
		201	99	N	2	B	3.1	10	275	1405	176	724	111^	198	711	154^	204	288	476	566	147^	269	565	268	203	238	214	263	40^
						C	3.1	10	275	1405	176	724	111^	198	711	154^	204	288	476	566	147^	269	565	268	203	238	214	263	40^
11.30 - 12.00						A	2.9	10	257	1419	212^	730	170^	247^	708	192^	252	259	423	547	126^	253	547	253	198^	218^	262	275	25^
12.00 - 12.30						A	3.2	10	284	1269	123^	671	82^	121^	655	86^	148^	233	488	500	95^	184^	499	183^	147^	180^	228	283	31^

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. OCT. 5, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	54.9	56.9	58.8	60.3	61.6	63.8	65.2	66.6	66.1	66.1	65.3	64.3	61.2	60.1	57.4	54.8

ABC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← MACGYVER (PAE) →				NFL MONDAY NIGHT FOOTBALL SAN FRANCISCO VS. NY GIANTS (9:00-12:16)(PAE)			
10,720				12,230			
12.1	10.9 *		13.3 *	13.8	15.1 *	16.5 *	16.9 *
20	18 *		21 *	25	23 *	26 *	27 *
10.5	11.4	12.7	13.8	14.5	15.7	16.4	16.9
							16.9
							15.2
							14.5

CBS TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

FRANK'S PLACE	KATE & ALLIE	NEWHART	DESIGNING WOMEN (PAE)	← CAGNEY & LACEY →			
12,140	13,380	17,280	16,480	13,910			
13.7	15.1	19.5	18.6	15.7	15.7 *	15.8 *	
22	23	30	29	27	26 *	28 *	
13.5	13.9	15.0	18.9	18.4	18.8	15.7	15.6
						16.0	15.7

NBC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

ALF	VALERIE'S FAMILY	← NBC MONDAY NIGHT MOVIES HAUNTED BY HER PAST →			
16,660	16,130	14,800			
18.8	18.2	16.7	17.2 *	16.6 *	16.6 *
30	28	27	26 *	26 *	27 *
19.1	19.5	18.1	18.3	17.2	17.3
				16.8	16.3
					16.4
					16.8
					16.9
					16.2

INDEPENDENTS

AVERAGE AUDIENCE	13.8	12.6	10.8	11.1	10.8	10.7	9.6	7.8
SHARE AUDIENCE %	25	21	17	17	16	17	16	14

SUPERSTATIONS

AVERAGE AUDIENCE	3.2	2.7	2.6	2.9	3.3	3.5	3.0	2.6
SHARE AUDIENCE %	6	5	4	4	5	5	5	5

PBS

AVERAGE AUDIENCE	1.8	2.6	2.5	2.8	2.8	2.9	2.3	2.3
SHARE AUDIENCE %	3	4	4	4	4	4	4	4

CABLE ORIG.

AVERAGE AUDIENCE	4.1	4.9	5.0	5.6	4.4	4.5	4.0	3.5
SHARE AUDIENCE %	7	8	8	8	7	7	7	6

PAY SERVICES

AVERAGE AUDIENCE	2.0	2.0	2.9	3.2	3.0	3.1	3.2	2.8
SHARE AUDIENCE %	4	3	5	5	5	5	5	5

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	54.5	55.9	56.9	58.0	59.9	62.5	63.0	63.3	63.3	64.6	65.0	64.7	60.8	59.2	56.8	54.9

ABC TV

AVERAGE AUDIENCE {
(HHids (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

WHO'S THE BOSS?	GROWING PAINS	MOONLIGHTING (PAE)	THIRTYSOMETHING (PAE)
19,400	20,470	19,310	14,090
21.9	23.1	21.8	22.5 *
36	37	34	35 *
20.5	23.2	22.9	22.5

CBS TV

AVERAGE AUDIENCE {
(HHids (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

HOUSTON KNIGHTS	JAKE AND THE FATMAN (PAE)	LAW & HARRY MCGRAW
11,250	13,110	12,050
12.7	12.2 *	14.9 *
20	21 *	23 *
12.1	12.3	14.9

NBC TV

AVERAGE AUDIENCE {
(HHids (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

(1)	NAT'L LEAGUE CHAMP GM 1 SAN FRANCISCO VS ST LOUIS (8:22-11:08)(PAE)
9,480	13,730
10.7	15.5
19	25
10.6	11.5

INDEPENDENTS

AVERAGE AUDIENCE
SHARE AUDIENCE %

12.9	11.9	10.6	10.4	10.0	9.5	9.3	8.7
23	21	17	16	16	15	16	16

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.2	2.4	2.2	1.8	2.1	1.9	2.0	1.8
6	4	4	3	3	3	3	3

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.4	3.0	3.6	3.5	3.0	2.9	3.0	2.5
4	5	6	6	5	4	5	4

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.5	5.4	4.3	4.0	5.0	5.1	5.1	4.3
8	9	7	6	8	8	9	8

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.0	1.6	2.5	2.4	2.7	2.5	3.5	3.1
4	3	4	4	4	4	6	6

U.S. TV HOUSEHOLDS: 88,600,000
(1) NAT'L LEAGUE CHAMP PRE 1.(PAE),NBC,(8:00-8:22),(S)

For explanation of symbols, See page B.

A-8 Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. WED. OCT. 7, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	54.9	55.9	57.0	58.2	60.0	61.5	63.2	64.7	65.3	65.7	65.6	64.6	60.7	59.8	57.4	55.9

ABC TV

AVERAGE AUDIENCE
(HHds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

PERFECT STRANGERS	HEAD OF THE CLASS	HOOPERMAN	SLAP MAXWELL (PAE)	DYNASTY (PAE)
15,060	16,570	14,800	13,110	13,640
17.0	18.7	16.7	14.8	15.4
28	29	26	23	26
16.0	18.0	16.8	14.9	15.1
		16.7	14.6	15.8
				15.5
				15.3

CBS TV

AVERAGE AUDIENCE
(HHds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

OLDEST ROOKIE	MAGNUM, P.I. (PAE)	EQUALIZER
10,810	16,480	12,560
12.2	18.6	14.2
11.6 *	17.8 *	14.5 *
19	27 *	24 *
19 *	28	24 *
11.5	17.4	14.6
11.8	18.2	14.5
12.7	19.6	14.2
		13.7

NBC TV

AVERAGE AUDIENCE
(HHds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

(1)	AMER. LEAGUE CHAMP GM 1 DETROIT VS MINNESOTA (8:24-11:24)(PAE)
10,900	15,240
12.3	17.2
22	28
12.2	12.7
14.5	15.5
15.0 *	16.3
24 *	17.0
16.7 *	17.8
26 *	18.2
18.0 *	18.6
28 *	18.4
18.5 *	18.9
30 *	19.1 *
32 *	19.4

INDEPENDENTS

AVERAGE AUDIENCE
SHARE AUDIENCE %

13.1	12.9	11.6	12.2	10.9	11.0	10.1	8.4
24	22	19	19	17	17	17	15

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.3	2.9	2.7	2.9	2.9	3.1	2.4	2.1
8	5	4	5	4	5	4	4

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.7	2.3	3.0	2.8	2.3	2.4	1.7	1.5
3	4	5	4	4	8	3	3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.3	4.4	4.6	4.6	4.5	4.6	4.4	3.6
8	8	8	7	7	7	7	6

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.2	2.2	4.1	4.3	4.8	3.7	3.5	2.6
4	4	7	7	7	6	6	5

U.S. TV HOUSEHOLDS: 88,600,000
(1) AMER. LEAGUE CHAMP PRE 1, (PAE), NBC, (8:00-8:24), (6)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. THU. OCT. 8, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	53.2	55.5	57.2	59.1	61.5	63.9	63.4	63.6	63.3	63.6	63.2	62.8	61.5	60.3	58.1	55.9

SLEDGE HAMMER CHARMINGS ← ABC THURSDAY NIGHT MOVIE →
STAR 80 (PAE)

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

8,240	11,700	9,390														
9.3	13.2	10.6	11.0 *	10.6 *	10.7 *	10.0 *										
15	21	17	17 *	17 *	17 *	18 *	18 *	10.2	9.8							
9.0	9.6	12.7	13.7	11.0	11.0	10.4	10.7	10.8								

← TOUR OF DUTY → ← WISEGUY (PAE) → ← KNOTS LANDING →

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

10,630			12,230			14,620										
12.0	10.7 *	13.4 *	13.8	13.3 *	14.3 *	16.5	16.3 *	16.6 *								
19	17 *	21 *	22	21 *	23 *	28	27 *	29 *								
10.7	10.6	13.3	13.5	13.1	13.4	14.0	14.7	15.9	16.8	16.7						

BILL COSBY

AMER. LEAGUE CHAMP GM 2
DETROIT VS MINNESOTA
(8:30-11:43) (PAE)

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

24,990	16,570	18.2 *	19.8 *	20.5 *	19.9 *	17.9 *										
28.8	18.7	30 *	32	33 *	32 *	30 *										
45	32	30 *	32	33 *	32 *	30 *										
26.7	29.8	18.6	17.8	19.4	20.2	20.3	20.7	21.2	18.7	18.0	17.9					

INDEPENDENTS

AVERAGE AUDIENCE
SHARE AUDIENCE %

12.1	11.0	9.7	11.1	10.7	10.5	9.4	8.7
22	19	15	17	17	17	15	15

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.8	2.4	2.6	3.3	3.4	3.5	2.6	2.9
5	4	4	5	5	6	4	5

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.5	3.1	3.2	3.2	3.4	3.0	2.3	2.1
5	5	5	5	5	5	4	4

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.7	5.5	4.5	4.7	5.2	5.2	4.8	4.7
9	9	7	7	8	8	8	8

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.9	2.1	1.8	2.2	4.1	4.5	4.0	3.4
3	4	3	3	6	7	7	6

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B

EVE.FRI. OCT.9, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES															EVENT: 6/11/07	
TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	48.4	49.8	51.0	52.4	53.1	55.1	56.1	57.3	57.4	57.1	57.7	57.4	54.7	53.9	53.4	52.7

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

FULL HOUSE												1 MARRIED DORA		MAX HEADROOM (PAE)		20/20 (PAE)	
10,010		10,280		6,290					9,570								
11.3		11.6		7.1		7.3	*		6.8		10.8		10.6	*		10.9	
21		20		12		13	*		12		20		20	*		21	
11.0	11.6	11.5	11.7	8.0		6.6	6.5		7.1		10.6		10.6	10.6		11.2	

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

<u>←—BEAUTY & THE BEAST—→</u>	<u>←—DALLAS (PAE)——→</u>	<u>FALCON CREST————→</u>
11,520	17,900	14,620
13.0 12.1 *	13.8 * 20.2	20.9 * 16.5
23 22 *	24 * 35	36 * 31
11.7 12.6 13.5	14.1 18.9	20.3 21.0
		20.8 16.4
		16.5 16.7 16.2

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG AUD BY 1/4 HR

(1) ← NAT'L LEAGUE CHAMP GM 3
ST. LOUIS VS SAN FRANCISCO
(8:24-12:07) (PAE)

INDEPENDENTS

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1	10.0	10.0
2	10.0	10.0
3	10.0	10.0
4	10.0	10.0
5	10.0	10.0
6	10.0	10.0
7	10.0	10.0
8	10.0	10.0
9	10.0	10.0
10	10.0	10.0
11	10.0	10.0
12	10.0	10.0
13	10.0	10.0
14	10.0	10.0
15	10.0	10.0
16	10.0	10.0
17	10.0	10.0
18	10.0	10.0
19	10.0	10.0
20	10.0	10.0
21	10.0	10.0
22	10.0	10.0
23	10.0	10.0
24	10.0	10.0
25	10.0	10.0
26	10.0	10.0
27	10.0	10.0
28	10.0	10.0
29	10.0	10.0
30	10.0	10.0
31	10.0	10.0
32	10.0	10.0
33	10.0	10.0
34	10.0	10.0
35	10.0	10.0
36	10.0	10.0
37	10.0	10.0
38	10.0	10.0
39	10.0	10.0
40	10.0	10.0
41	10.0	10.0
42	10.0	10.0
43	10.0	10.0
44	10.0	10.0
45	10.0	10.0
46	10.0	10.0
47	10.0	10.0
48	10.0	10.0
49	10.0	10.0
50	10.0	10.0
51	10.0	10.0
52	10.0	10.0
53	10.0	10.0
54	10.0	10.0
55	10.0	10.0
56	10.0	10.0
57	10.0	10.0
58	10.0	10.0
59	10.0	10.0
60	10.0	10.0
61	10.0	10.0
62	10.0	10.0
63	10.0	10.0
64	10.0	10.0
65	10.0	10.0
66	10.0	10.0
67	10.0	10.0
68	10.0	10.0
69	10.0	10.0
70	10.0	10.0
71	10.0	10.0
72	10.0	10.0
73	10.0	10.0
74	10.0	10.0
75	10.0	10.0
76	10.0	10.0
77	10.0	10.0
78	10.0	10.0
79	10.0	10.0
80	10.0	10.0
81	10.0	10.0
82	10.0	10.0
83	10.0	10.0
84	10.0	10.0
85	10.0	10.0
86	10.0	10.0
87	10.0	10.0
88	10.0	10.0
89	10.0	10.0
90	10.0	10.0
91	10.0	10.0
92	10.0	10.0
93	10.0	10.0
94	10.0	10.0
95	10.0	10.0
96	10.0	10.0
97	10.0	10.0
98	10.0	10.0
99	10.0	10.0
100	10.0	10.0

11.7 24	11.1 21	10.7 20	11.4 20	12.3 21	13.2 23	10.6 20	9.2 17
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SUPERSTATIONS

	AVERAGE AUDIENCE SHARE AUDIENCE %
1	100
2	100
3	100
4	100
5	100
6	100
7	100
8	100
9	100
10	100
11	100
12	100
13	100
14	100
15	100
16	100
17	100
18	100
19	100
20	100
21	100
22	100
23	100
24	100
25	100
26	100
27	100
28	100
29	100
30	100
31	100
32	100
33	100
34	100
35	100
36	100
37	100
38	100
39	100
40	100
41	100
42	100
43	100
44	100
45	100
46	100
47	100
48	100
49	100
50	100
51	100
52	100
53	100
54	100
55	100
56	100
57	100
58	100
59	100
60	100
61	100
62	100
63	100
64	100
65	100
66	100
67	100
68	100
69	100
70	100
71	100
72	100
73	100
74	100
75	100
76	100
77	100
78	100
79	100
80	100
81	100
82	100
83	100
84	100
85	100
86	100
87	100
88	100
89	100
90	100
91	100
92	100
93	100
94	100
95	100
96	100
97	100
98	100
99	100
100	100

3.1 6	2.5 5	2.7 5	3.1 5	3.6 6	4.1 7	2.7 5	2.1 4
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PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.7
3 2.2
4 2.2
4 1.7
3 1.6
3 1.6
3 1.2
2 1.3
2

CABLE ORIG.

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1	10.0	10.0
2	10.0	10.0
3	10.0	10.0
4	10.0	10.0
5	10.0	10.0
6	10.0	10.0
7	10.0	10.0
8	10.0	10.0
9	10.0	10.0
10	10.0	10.0
11	10.0	10.0
12	10.0	10.0
13	10.0	10.0
14	10.0	10.0
15	10.0	10.0
16	10.0	10.0
17	10.0	10.0
18	10.0	10.0
19	10.0	10.0
20	10.0	10.0
21	10.0	10.0
22	10.0	10.0
23	10.0	10.0
24	10.0	10.0
25	10.0	10.0
26	10.0	10.0
27	10.0	10.0
28	10.0	10.0
29	10.0	10.0
30	10.0	10.0
31	10.0	10.0
32	10.0	10.0
33	10.0	10.0
34	10.0	10.0
35	10.0	10.0
36	10.0	10.0
37	10.0	10.0
38	10.0	10.0
39	10.0	10.0
40	10.0	10.0
41	10.0	10.0
42	10.0	10.0
43	10.0	10.0
44	10.0	10.0
45	10.0	10.0
46	10.0	10.0
47	10.0	10.0
48	10.0	10.0
49	10.0	10.0
50	10.0	10.0
51	10.0	10.0
52	10.0	10.0
53	10.0	10.0
54	10.0	10.0
55	10.0	10.0
56	10.0	10.0
57	10.0	10.0
58	10.0	10.0
59	10.0	10.0
60	10.0	10.0
61	10.0	10.0
62	10.0	10.0
63	10.0	10.0
64	10.0	10.0
65	10.0	10.0
66	10.0	10.0
67	10.0	10.0
68	10.0	10.0
69	10.0	10.0
70	10.0	10.0
71	10.0	10.0
72	10.0	10.0
73	10.0	10.0
74	10.0	10.0
75	10.0	10.0
76	10.0	10.0
77	10.0	10.0
78	10.0	10.0
79	10.0	10.0
80	10.0	10.0
81	10.0	10.0
82	10.0	10.0
83	10.0	10.0
84	10.0	10.0
85	10.0	10.0
86	10.0	10.0
87	10.0	10.0
88	10.0	10.0
89	10.0	10.0
90	10.0	10.0
91	10.0	10.0
92	10.0	10.0
93	10.0	10.0
94	10.0	10.0
95	10.0	10.0
96	10.0	10.0
97	10.0	10.0
98	10.0	10.0
99	10.0	10.0
100	10.0	10.0

4.2 9	4.6 9	5.2 10	5.0 9	5.0 9	5.0 9	4.4 8	4.4 8
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PAY SERVICES

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1	10.0	10.0
2	10.0	10.0
3	10.0	10.0
4	10.0	10.0
5	10.0	10.0
6	10.0	10.0
7	10.0	10.0
8	10.0	10.0
9	10.0	10.0
10	10.0	10.0
11	10.0	10.0
12	10.0	10.0
13	10.0	10.0
14	10.0	10.0
15	10.0	10.0
16	10.0	10.0
17	10.0	10.0
18	10.0	10.0
19	10.0	10.0
20	10.0	10.0
21	10.0	10.0
22	10.0	10.0
23	10.0	10.0
24	10.0	10.0
25	10.0	10.0
26	10.0	10.0
27	10.0	10.0
28	10.0	10.0
29	10.0	10.0
30	10.0	10.0
31	10.0	10.0
32	10.0	10.0
33	10.0	10.0
34	10.0	10.0
35	10.0	10.0
36	10.0	10.0
37	10.0	10.0
38	10.0	10.0
39	10.0	10.0
40	10.0	10.0
41	10.0	10.0
42	10.0	10.0
43	10.0	10.0
44	10.0	10.0
45	10.0	10.0
46	10.0	10.0
47	10.0	10.0
48	10.0	10.0
49	10.0	10.0
50	10.0	10.0
51	10.0	10.0
52	10.0	10.0
53	10.0	10.0
54	10.0	10.0
55	10.0	10.0
56	10.0	10.0
57	10.0	10.0
58	10.0	10.0
59	10.0	10.0
60	10.0	10.0
61	10.0	10.0
62	10.0	10.0
63	10.0	10.0
64	10.0	10.0
65	10.0	10.0
66	10.0	10.0
67	10.0	10.0
68	10.0	10.0
69	10.0	10.0
70	10.0	10.0
71	10.0	10.0
72	10.0	10.0
73	10.0	10.0
74	10.0	10.0
75	10.0	10.0
76	10.0	10.0
77	10.0	10.0
78	10.0	10.0
79	10.0	10.0
80	10.0	10.0
81	10.0	10.0
82	10.0	10.0
83	10.0	10.0
84	10.0	10.0
85	10.0	10.0
86	10.0	10.0
87	10.0	10.0
88	10.0	10.0
89	10.0	10.0
90	10.0	10.0
91	10.0	10.0
92	10.0	10.0
93	10.0	10.0
94	10.0	10.0
95	10.0	10.0
96	10.0	10.0
97	10.0	10.0
98	10.0	10.0
99	10.0	10.0
100	10.0	10.0

1.7 3	1.7 3	3.0 6	2.9 5	3.4 5	3.1 5	3.2 6	3.0 6
8 600 000							

U.S. TV HOUSEHOLDS:	88,600,000
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(1) NAT'L LEAGUE CHAMP PRE 3, (PAE), NBC, (8:00-8:24), (S)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. SAT. OCT. 10, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	45.0	45.5	46.6	48.2	52.5	54.0	54.8	55.7	54.0	54.2	53.9	53.4	51.7	51.1	49.6	48.3	45.9	43.2

CAROL BURNETT SPECIAL
(R)OHARA
(PAE)HOTEL
(PAE)

ABC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR

6,910						9,300						10,540						
7.8	7.4 *			8.3	* 10.5	10.1 *			10.9 *	11.9	11.1 *				12.6 *			
14	14 *			15	* 19	19 *			20	* 24	22 *				26 *			
7.3	7.5	8.2	8.3	10.1	10.1	10.6			11.2	10.6	11.7	12.5	12.8					

MY SISTER
SAMEVERYTHING'S
RELATIVELEG WORK
(PAE)

WEST 57TH

CBS TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR

8,950		8,860		7,620				6,730										
10.1		10.0		8.6	8.9 *			8.3	* 7.6	7.5 *					7.6 *			
19		18		16	16 *			15	* 15	15 *					16 *			
9.5	10.7	10.0	10.1	9.1	8.8	8.4		8.3	7.8	7.2	7.3	7.9						

NBC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR

(1)

NAT'L LEAGUE CHAMP GM 4
ST. LOUIS VS SAN FRANCISCO
(8:15-10:52)(PAE)

8,510	12,850																	
9.6	14.5			13.4 *		15.2 *		15.9 *		15.3 *								
19	27			25 *		29 *		29 *		29 *								
9.6	10.8	12.7	14.0	14.8	15.6	15.8		15.9	15.3	15.3	15.9							

INDEPENDENTS

AVERAGE AUDIENCE	13.1	13.4	13.1	12.0	12.1	12.0	11.0	9.3	8.6
SHARE AUDIENCE %	29	28	25	22	22	22	21	19	19

SUPERSTATIONS

AVERAGE AUDIENCE	2.9	2.8	2.8	2.8	2.8	3.0	2.1	1.6	1.8
SHARE AUDIENCE %	6	6	5	5	5	6	4	3	4

PBS

AVERAGE AUDIENCE	2.0	2.4	3.5	3.6	2.8	2.8	2.2	2.3	1.8
SHARE AUDIENCE %	4	5	7	7	5	5	4	5	4

CABLE ORIG.

AVERAGE AUDIENCE	6.8	6.9	7.1	7.1	6.3	5.9	6.4	5.0	3.7
SHARE AUDIENCE %	15	15	13	13	12	11	12	10	8

PAY SERVICES

AVERAGE AUDIENCE	2.4	2.9	4.5	5.2	5.4	4.7	4.4	4.5	4.0
SHARE AUDIENCE %	5	6	8	9	10	9	9	9	9

U.S. TV HOUSEHOLDS: 88,600,000
(1) NAT'L LEAGUE CHAMP PRE 4, NBC, (8:00-8:15), (S)

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
HUT		36.9	34.0	30.2	27.3	25.2	23.4	20.9	18.6	16.1	14.2	12.5	11.6	10.5	9.5			

ABC TV

(1)

AVERAGE AUDIENCE	{	2,300
(Hhids (000) & %)		2.6
SHARE AUDIENCE	%	8
AVG. AUD. BY 1/4 HR	%	2.6

CBS TV

AVERAGE AUDIENCE	{	
(Hhids (000) & %)		
SHARE AUDIENCE	%	
AVG. AUD. BY 1/4 HR	%	

NBC TV

← SATURDAY NIGHT → (PAE)
(11:30-12:50)(PAE)

AVERAGE AUDIENCE	{	6,020				
(Hhids (000) & %)		6.8	7.9 *		6.4 *	
SHARE AUDIENCE	%	23	23 *		23 *	
AVG. AUD. BY 1/4 HR	%	8.1	7.8	7.0	5.9	5.9

INDEPENDENTS

AVERAGE AUDIENCE	7.8	6.6	6.0	4.7	3.5	3.3	3.1
SHARE AUDIENCE %	22	23	25	24	23	26	31

SUPERSTATIONS

AVERAGE AUDIENCE	1.8	1.7	1.6	1.3	1.0	0.9	0.9
SHARE AUDIENCE %	5	6	7	7	7	8	9

PBS

AVERAGE AUDIENCE	1.3	1.0	0.6	0.5	0.3	0.2	0.2
SHARE AUDIENCE %	4	3	2	3	2	2	2

CABLE ORIG.

AVERAGE AUDIENCE	3.3	2.5	2.2	1.8	1.4	1.2	1.1
SHARE AUDIENCE %	9	9	9	9	9	10	11

PAY SERVICES

AVERAGE AUDIENCE	4.1	3.7	3.2	3.3	3.0	2.3	1.7
SHARE AUDIENCE %	12	13	13	17	20	19	17

U.S. TV HOUSEHOLDS: 88,600,000
(1) ABC WEEKEND REPORT-SAT., ABC, (11:30-11:45)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE SUN. OCT. 11, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
AUD	55.2	57.5	58.9	61.2	63.2	64.4	65.4	66.3	65.8	65.9	66.1	65.5	63.2	61.9	60.3	58.3	51.5	46.5

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

← DISNEY SUNDAY MOVIE → ← SPENSER: FOR HIRE → ← DOLL (PAF) → ← BUCK JAMES (PAF) →
THE JOURNEY OF NATTY GANN,
P1.2

	10,010				10,720				13,380				3,660					
AVERAGE AUDIENCE	11.3	10.1 *		12.5 *	12.1	11.7 *		12.5 *	15.1	15.1 *		15.0 *	10.9	10.8 *		10.9 *		
(Hhds (000) & %)	19	18 *		21 *	19	18 *		19 *	23	23 *		23 *	18	17 *		19 *		
SHARE AUDIENCE	9.4	10.8	12.1	12.8	11.4	12.0	12.1	12.9	14.8	15.3	15.2	14.9	10.9	10.8	11.0	10.9		
AVG. AUD. BY 1/4 HR																		

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

← 60 MINUTES (7:04-8:04)(PAF) → ← MURDER, SHE WROTE (8:04-9:04)(PAF) → ← CBS SUNDAY MOVIE AFTER THE PROMISE (9:04-11:04)(PAF) → CBS SUNDAY NEWS 556000 (11:04-11:19)(PAF)

	16,390				20,640				17,810									
AVERAGE AUDIENCE	18.5	16.1 *		20.0 *	23.3	22.6 *		23.9 *	20.1	19.4 *		19.6 *		20.3 *		21.2 *	4.2	
(Hhds (000) & %)	32	28 *		33 *	36	35 *		36 *	32	29 *		30 *		32 *		36 *	10	
SHARE AUDIENCE	14.8	17.0	19.5	20.5	22.2	22.8	23.5	24.4	19.3	19.5	19.4	19.7	20.2	20.5	20.8	21.6	4.3	3.8
AVG. AUD. BY 1/4 HR																		

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

(1) NBC NIGHTLY NEWS-SUN (7:30-8:00)(PAF)

(2)

AMER. LEAGUE CHAMP GM 4 MINNESOTA VS DETROIT (8:17-11:57)(PAF)

			8,770		10,540	14,880												
AVERAGE AUDIENCE		14.8 *	9.9		11.9	16.8		14.2 *		16.7 *		17.5 *		18.2 *		17.8 *		17.7 *
(Hhds (000) & %)		28 *	18		20	28		23 *		26 *		27 *		28 *		28 *		32 *
SHARE AUDIENCE	15.3	14.4	10.2	9.7	11.9	12.9	13.6	14.8	16.6	16.8	17.3	17.7	18.6	17.8	18.0	17.6	17.8	17.6
AVG. AUD. BY 1/4 HR																		

INDEPENDENTS

AVERAGE AUDIENCE	12.1		12.8		12.0		12.7		10.4		10.5		8.1		7.6		5.6	
SHARE AUDIENCE %	21		21		19		19		16		16		13		13		11	

SUPERSTATIONS

AVERAGE AUDIENCE	2.8		3.0		2.9		3.0		1.6		1.9		1.8		1.8		1.2	
SHARE AUDIENCE %	5		5		5		5		2		3		3		3		2	

PBS

AVERAGE AUDIENCE	1.9		1.6		3.0		2.8		2.4		2.4		2.1		1.7		1.6	
SHARE AUDIENCE %	3		3		5		4		4		4		3		3		3	

CABLE ORIG.

AVERAGE AUDIENCE	4.3		3.9		4.1		3.7		4.4		4.7		4.7		3.7		3.0	
SHARE AUDIENCE %	8		6		6		6		7		7		8		6		6	

PAY SERVICES

AVERAGE AUDIENCE	2.5		2.9		3.6		3.5		4.8		5.1		5.7		3.5		2.9	
SHARE AUDIENCE %	4		5		6		5		7		8		9		6		6	

U.S. TV HOUSEHOLDS: 88,600,000

(1) NAT'L LEAGUE CHAMP GM 5, ST. LOUIS VS SAN FRANCISCO, (PAF), NBC, (4:30-7:32), (S)
(2) AMER. LEAGUE CHAMP PRE 4, (PAF), NBC, (8:00-8:17), (S)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. OCT.11, 1987

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
HUT	40.8	34.3	27.8	24.7	20.0	17.1	14.3	12.3	10.6	9.8	8.6	7.8	6.8	6.1				

ABC TV

(1)

AVERAGE AUDIENCE	{	2,040
(Hhids (000) & %)	%	2.3
SHARE AUDIENCE	%	7
AVG. AUD. BY 1/4 HR	%	2.3

CBS TV

AVERAGE AUDIENCE	{	
(Hhids (000) & %)	%	
SHARE AUDIENCE	%	
AVG. AUD. BY 1/4 HR	%	

NBC TV

(2)

(3)

AVERAGE AUDIENCE	{		1,330
(Hhids (000) & %)	%	17.0 *	1.5
SHARE AUDIENCE	%	37 *	7
AVG. AUD. BY 1/4 HR	%	15.1	1.5

INDEPENDENTS

AVERAGE AUDIENCE	5.9	4.8	4.1	2.8	1.8	1.2	0.9
SHARE AUDIENCE %	16	18	22	21	18	15	14

SUPERSTATIONS

AVERAGE AUDIENCE	1.5	1.5	1.5	0.8	0.5	0.4	0.2
SHARE AUDIENCE %	4	6	8	6	5	5	3

PBS

AVERAGE AUDIENCE	1.6	0.8	0.6	0.4	0.2	0.2	0.2
SHARE AUDIENCE %	4	3	3	3	2	2	3

CABLE ORIG.

AVERAGE AUDIENCE	2.9	2.0	1.5	1.2	0.9	0.9	0.6
SHARE AUDIENCE %	8	8	8	9	9	11	9

PAY SERVICES

AVERAGE AUDIENCE	3.1	3.2	2.8	2.0	1.7	1.3	1.1
SHARE AUDIENCE %	8	12	15	15	17	16	17

U.S. TV HOUSEHOLDS: 88,600,000
 (1) ABC WEEKEND REPORT-SUN.,ABC,(11:30-11:45)
 (2) AMER. LEAGUE CHAMP GM 4,MINNESOTA VS DETROIT,NBC,(8:17-11:57),(S)
 (3) G MICHAELS SPORTS MACHINE,(PAE),NBC,(12:27-12:42)

For explanation of symbols, See page B.

A 20 Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT. 5-9, 1987

TIME	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15
HUT	6.8	8.5	10.7	12.5	15.0	17.4	18.9	19.6	19.8	20.1	19.7	19.8	20.0	20.4	20.7	20.5	19.6	19.8

	(PAE)	(1)	(PAE)	(2)	GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) (PAE)	GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) (PAE)
ABC TV						
AVERAGE AUDIENCE	{	1,310		1,900	3,920	3,950
(Hhlds (000) & %)		1.5		2.1	4.4	4.5
SHARE AUDIENCE	%	17		17	22	23
AVG. AUD. BY 1/4 HR	%	1.5		2.3	4.4	4.6

		CBS MORNING NEWS- 6:30AM	CBS MORNING NEWS 7:00AM	← MORNING PROGRAM →					\$25,000 PYRAMID
CBS TV									
AVERAGE AUDIENCE	{	1,060	1,980	1,930					2,940
(Hhlds (000) & %)		1.2	2.2	2.2	2.2 *	2.1 *	2.3 *		3.3
SHARE AUDIENCE	%	12	14	11	12 *	11 *	12 *		3.7
AVG. AUD. BY 1/4 HR	%	1.2	1.3	2.1	2.1	2.1	2.4		3.2

		NBC NEWS AT SUNRISE (PAE)	TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING) (PAE)	TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING) (PAE)		SALE OF THE CENTURY
NBC TV						
AVERAGE AUDIENCE	{	1,540	3,770	3,580		2,160
(Hhlds (000) & %)		1.7	4.3	4.0		2.4
SHARE AUDIENCE	%	19	22	21		12
AVG. AUD. BY 1/4 HR	%	1.5	4.2	4.1	4.0	2.3

INDEPENDENTS

AVERAGE AUDIENCE	1.5	3.1	4.3	5.0	5.0	4.8	4.0	3.7	3.9
SHARE AUDIENCE %	20	26	27	26	25	24	20	18	20

SUPERSTATIONS

AVERAGE AUDIENCE	0.5	1.1	1.3	1.3	1.3	1.0	0.9	0.9	0.9
SHARE AUDIENCE %	7	10	8	7	6	5	5	4	5

AVERAGE AUDIENCE	0.1	0.1	0.2	0.5	0.7	0.9	1.1	1.2	0.9
SHARE AUDIENCE %	1	1	1	3	4	4	6	6	5

CABLE ORIG.

AVERAGE AUDIENCE	1.0	1.4	1.9	2.0	2.0	1.9	1.9	2.0	2.0
SHARE AUDIENCE %	14	12	11	10	10	10	9	9	10

PAY SERVICES

AVERAGE AUDIENCE	0.6	0.7	0.8	1.1	1.0	0.9	0.8	0.9	0.8
SHARE AUDIENCE %	7	6	5	6	5	5	4	4	4

U.S. TV HOUSEHOLDS: 88,600,000
(1) ABC WORLD NEWS-MORN-615A,ABC,(6:15-6:30)
(2) ABC WORLD NEWS-MORN-645A,ABC,(6:45-7:00)

For explanation of symbols, See page B.

A 22 Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT. 5-9, 1987

TIME	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
AUD	20.0	20.1	20.5	21.3	21.7	22.2	23.4	24.5	25.0	26.0	27.2	28.0	27.3	27.5	27.0	27.2	27.2	27.8

ABC TV		WHO'S THE BOSS? M-F	MR. BELVEDERE- RYAN'S HOPE M-F	LOVING	←ALL MY CHILDREN→	←ONE LIFE TO LIVE→ (PAE)
AVERAGE AUDIENCE (Hhlds (000) & %)	{	2,940	2,480	2,550	3,610	6,720
SHARE AUDIENCE	%	3.3	2.8	2.9	4.1	7.6
AVG. AUD. BY 1/4 HR	%	16	13	12	16	28
		3.2	3.4	2.7	2.9	2.8

CBS TV		NEW CARD SHARKS	PRICE IS RIGHT 1	PRICE IS RIGHT 2 (PAE)	←YOUNG AND THE RESTLESS→	BOLD AND THE BEAUTIFUL	←AS THE WORLD TURNS→ (PAE)
AVERAGE AUDIENCE (Hhlds (000) & %)	{	2,840	4,450	5,620	6,910	4,380	5,280
SHARE AUDIENCE	%	3.2	5.0	6.3	7.8	4.9	6.0
AVG. AUD. BY 1/4 HR	%	16	24	29	31	18	22
		3.1	3.3	4.8	5.3	6.1	5.9

NBC TV		CLASSIC CONCENTRATION	WHEEL OF FORTUNE	WIN, LOSE OR DRAW	SUPER PASSWORD	SCRABBLE	←DAYS OF OUR LIVES→	←ANOTHER WORLD (MTTHF)(PAE)→
AVERAGE AUDIENCE (Hhlds (000) & %)	{	2,590	4,410	3,050	2,450	3,150	5,280	3,960
SHARE AUDIENCE	%	2.9	5.0	3.4	2.8	3.6	6.0	4.5
AVG. AUD. BY 1/4 HR	%	14	24	16	12	14	22	17
		2.9	2.9	4.8	5.1	3.4	5.9	4.5

INDEPENDENTS

AVERAGE AUDIENCE	3.7	3.3	3.1	4.0	4.8	4.7	4.9	5.2	5.4
SHARE AUDIENCE %	18	16	14	17	19	17	18	19	20

SUPERSTATIONS

AVERAGE AUDIENCE	1.0	1.0	1.0	1.3	1.6	1.3	1.2	1.2	1.3
SHARE AUDIENCE %	5	5	4	6	6	5	4	4	5

PBS

AVERAGE AUDIENCE	0.9	0.7	0.7	0.7	0.7	0.7	0.7	0.6	0.7
SHARE AUDIENCE %	4	4	3	3	3	3	3	2	2

CABLE ORIG.

AVERAGE AUDIENCE	2.0	2.1	2.0	1.8	1.8	2.0	2.3	2.4	2.3
SHARE AUDIENCE %	10	10	9	8	7	7	8	9	8

PAY SERVICES

AVERAGE AUDIENCE	0.8	0.7	0.8	0.9	1.0	1.0	0.9	0.9	1.0
SHARE AUDIENCE %	4	4	4	4	4	4	3	3	4

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	27.1	27.7	28.3	29.0	29.1	31.0	32.7	34.6	36.0	38.4	39.9	41.7	47.1	49.1	50.4	52.0

ABC TV

← GENERAL HOSPITAL (PAE) → (PAE) →

ABC WORLD NEWS TONIGHT

AVERAGE AUDIENCE (HHds (000) & %)	{	6,740														8,170
SHARE AUDIENCE %	%	7.6	7.7	*		7.6	*									9.2
AVG AUD. BY 1/4 HR	%	27	28	*		27	*									18
		7.7	7.6	7.5		7.6										9.1 9.3

CBS TV

← GUIDING LIGHT (PAE) →

CBS EVENING NEWS-RATHER

AVERAGE AUDIENCE (HHds (000) & %)	{	4,920														10,080
SHARE AUDIENCE %	%	5.6	5.5	*		5.6	*									11.4
AVG AUD. BY 1/4 HR	%	20	20	*		20	*									23
		5.6	5.5	5.5		5.7										11.2 11.6

NBC TV

← SANTA BARBARA (MTTHF) (PAE) →

(PAE)

(PAE)

NBC NIGHTLY NEWS

AVERAGE AUDIENCE (HHds (000) & %)	{	3,890														8,420
SHARE AUDIENCE %	%	4.4	4.3	*		4.5	*									9.5
AVG AUD. BY 1/4 HR	%	16	16	*		16	*									20
		4.3	4.2	4.6		4.3										9.4 9.7

INDEPENDENTS

AVERAGE AUDIENCE	6.1	6.6	7.1	8.2	9.8	10.2	12.2	13.1
SHARE AUDIENCE %	22	23	24	24	26	25	25	26

SUPERSTATIONS

AVERAGE AUDIENCE	1.8	1.7	1.8	2.2	2.1	2.3	2.2	2.8
SHARE AUDIENCE %	6	6	6	7	6	6	5	5

PBS

AVERAGE AUDIENCE	0.6	0.7	0.8	0.9	0.9	1.0	1.4	1.5
SHARE AUDIENCE %	2	3	3	3	2	3	3	3

CABLE ORIG.

AVERAGE AUDIENCE	2.7	3.1	3.5	4.0	3.5	4.0	3.7	3.8
SHARE AUDIENCE %	10	11	12	12	9	10	8	7

PAY SERVICES

AVERAGE AUDIENCE	1.1	1.2	1.2	1.5	1.4	1.4	1.8	1.9
SHARE AUDIENCE %	4	4	4	4	4	3	4	4

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page 8.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	6.5	7.3	9.0	10.9	13.4	16.1	17.8	20.0	22.3	24.0	25.2	25.5	26.5	27.0	26.7	27.1	27.6	27.3

ABC TV

AVERAGE AUDIENCE {
 (Hhds (000) & %)
 SHARE AUDIENCE %
 AVG. AUD BY 1/4 HR %

CARE BEAR FAMILY	LITTLE CLOWNS- HAPPYTOWN	MY PET MONSTER	ALL NEW POUND PUDDLES	LITTLE WIZARDS	REAL GHOSTBUSTERS	FLINTSTONE KIDS
1,860	2,480	3,100	3,460	3,810	3,990	2,300
2.1	2.8	3.5	3.9	4.3	4.5	2.6
14	15	15	15	16	17	9
1.9	2.2	2.6	3.0	3.3	3.7	2.5

CBS TV

AVERAGE AUDIENCE {
 (Hhds (000) & %)
 SHARE AUDIENCE %
 AVG. AUD BY 1/4 HR %

HELLO KITTY	MUPPET BABIES I	MUPPET BABIES II	MUPPET BABIES III	PFF WEE'S PLAYHOUSE	MIGHTY MOJSE	POPEYE & SON
1,770	3,370	3,990	3,900	5,140	3,630	3,370
2.0	3.8	4.5	4.4	5.8	4.1	3.8
14	20	19	17	21	15	14
1.7	2.3	3.5	4.1	5.7	5.9	3.8

NBC TV

AVERAGE AUDIENCE {
 (Hhds (000) & %)
 SHARE AUDIENCE %
 AVG. AUD BY 1/4 HR %

GUMMI BEARS (PAE)	SMURFS I	SMURFS II	SMURFS III (PAE)	FRAGGLE ROCK	ALVIN AND THE CHIPMUNKS	ALF-SAT MORN(8) (PAE)
2,660	3,540	4,780	4,780	4,430	4,700	5,320
3.0	4.0	5.4	5.4	5.0	5.3	6.0
20	21	23	21	19	20	23
2.6	3.6	5.2	5.6	5.0	5.1	6.1

INDEPENDENTS

AVERAGE AUDIENCE
 SHARE AUDIENCE %

2.4	3.1	4.3	4.3	4.7	5.9	6.2	6.8	7.0
35	31	29	23	20	23	23	25	26

SUPERSTATIONS

AVERAGE AUDIENCE
 SHARE AUDIENCE %

0.6	0.7	1.3	1.3	1.1	1.3	1.2	1.4	1.8
9	7	9	7	5	5	4	5	7

PBS

AVERAGE AUDIENCE
 SHARE AUDIENCE %

<<	0.1	0.4	0.7	1.0	1.2	1.0	0.9	1.0
<<	1	3	4	4	5	4	3	4

CABLE ORIG.

AVERAGE AUDIENCE
 SHARE AUDIENCE %

0.9	1.3	1.7	2.2	2.9	3.1	3.7	4.3	4.3
11	13	12	12	13	12	14	16	16

PAY SERVICES

AVERAGE AUDIENCE
 SHARE AUDIENCE %

1.0	1.3	1.4	1.6	1.4	1.7	1.4	1.7	1.6
14	13	10	8	6	7	5	6	6

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page 8.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	26.9	27.0	27.1	27.1	27.0	28.5	28.6	29.4	29.8	30.1	29.6	29.5	30.0	30.6	31.1	31.7	32.1	33.3

ABC TV

			BUGS BUNNY & TWEETY SHOW	ANIMAL CRACK-UPS	HEALTH SHOW													
AVERAGE AUDIENCE (Hhds (000) & %)	{	2,750	2,130	1,150	800										800	3,100		
SHARE AUDIENCE %	%	3.1	2.4	1.3	0.9	1.2 *				1.0 *		0.8 *		0.6 *	0.9	3.5	1.8 *	
AVG. AUD. BY 1/4 HR	%	3.1	3.2	2.2	2.7	1.2	1.4	1.3	1.1	0.9	1.1	0.8	0.8	0.7 ^	0.5 ^	0.9	1.2	1.6

AT&T TENNIS CHALLENGE-SAT

(1)

(2)

CBS TV

			TEEN WOLF	(3)	KIDD VIDEO													
AVERAGE AUDIENCE (Hhds (000) & %)	{	3,370	3,100	2,220									4,160					
SHARE AUDIENCE %	%	3.8	3.5	2.5									4.7	3.4 *		4.6 *	4.6 *	
AVG. AUD. BY 1/4 HR	%	3.8	3.9	3.6	3.3	2.5	2.5						2.9	3.6	4.3	5.0	4.6	4.8

CBS COLLEGE FOOTBALL GAME
OKLAHOMA SOONERS VS TEXAS LONGHORNS
(2:39-6:13) (PAE)

NBC TV

			NEW ARCHIES	FOOFUR (PAE)	I'M TELLING													
AVERAGE AUDIENCE (Hhds (000) & %)	{	3,990	2,920	2,130	8,590													
SHARE AUDIENCE %	%	4.5	3.3	2.4	9.7	6.5 *			8.1 *		9.1 *		9.6 *		9.9 *		10.9 *	
AVG. AUD. BY 1/4 HR	%	4.4	4.6	3.3	5.9	7.2	8.0	8.2	8.5	9.6	9.6	9.7	9.9	9.9	9.9	10.6	11.2	

AMER. LEAGUE CHAMP GM 3
MINNESOTA VS DETROIT
(1:00-4:44)

INDEPENDENTS

AVERAGE AUDIENCE	7.7	7.2	7.8	8.2	8.4	8.3	8.8	9.0	9.5
SHARE AUDIENCE %	29	27	28	28	28	28	29	29	29

SUPERSTATIONS

AVERAGE AUDIENCE	2.3	1.9	1.6	1.6	1.9	2.3	2.2	1.9	2.2
SHARE AUDIENCE %	9	7	6	6	6	8	7	6	7

PBS

AVERAGE AUDIENCE	1.0	0.9	1.2	1.5	1.6	1.6	1.6	1.3	1.3
SHARE AUDIENCE %	4	3	4	5	5	5	5	4	4

CABLE ORIG.

AVERAGE AUDIENCE	4.3	4.6	4.2	4.6	4.5	4.4	4.4	4.6	4.7
SHARE AUDIENCE %	16	17	15	16	15	15	15	15	14

PAY SERVICES

AVERAGE AUDIENCE	1.6	1.5	1.7	2.2	2.0	1.5	1.4	1.5	1.4
SHARE AUDIENCE %	6	6	6	8	7	5	5	5	4

U.S. TV HOUSEHOLDS: 88,600,000

- (1) ABC COLLEGE FOOTBALL-PRE. (PAE), ABC, (3:00-3:22)
 (2) ABC COLLEGE FOOTBALL-GAME, ARIZONA ST V WASH/MICH V MICH ST, (PAE), ABC, (3:22-6:38)
 (3) CBS STORYBREAK, MAX AND ME AND THE TIME MACHINE, CBS, (12:00-12:30)

For explanation of symbols, See page B.

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	33.6	35.0	36.5	35.2	35.0	35.3	36.3	37.1	38.8	40.3	41.5	43.4						

ABC TV

ABC COLLEGE FOOTBALL-GAME
ARIZONA ST VS WASHINGTON
MICHIGAN VS MICHIGAN STATE
(3:22-6:38)(PAE) (1)

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{												4,160						
%		2.3 *			3.2 *		3.6 *		4.5 *		5.6 *	4.7						
%		7 *			9 *		10 *		12 *		14 *	11						
%	2.3	2.2	2.6	3.7	3.5	3.7	4.3	4.7	5.3	5.8	4.7	4.8						

CBS TV

CBS COLLEGE FOOTBALL GAME
OKLAHOMA SOONERS VS TEXAS LONGHORNS
(2:39-6:13)(PAE)

CBS SAT. NEWS-
SCHIEFFER

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{												5,050						
%		4.2 *			4.5 *		5.4 *		5.4 *			5.7						
%		12 *			13 *		15 *		15 *			13						
%	4.5	4.0	3.9	5.1	5.4	5.4	5.3	5.4	5.3		5.4	6.0						

NBC TV

(2)

SPORTSWORLD-SAT
(4:44-6:04)(PAE)

NBC NIGHTLY
NEWS-SAT.

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{			5,580									7,000						
%		12.3 *	6.3		6.6 *		6.1 *		6.3 *			7.9						
%		36 *	18		19 *		17 *		17 *			18						
%	11.6	13.0	8.3	6.5	6.3	6.0	6.1	6.6	6.2		7.5	8.3						

INDEPENDENTS

AVERAGE AUDIENCE	8.7		10.2		10.6		11.7		11.7		13.0							
SHARE AUDIENCE %	25		28		30		32		30		31							

SUPERSTATIONS

AVERAGE AUDIENCE	1.7		2.2		2.2		2.8		3.1		3.5							
SHARE AUDIENCE %	5		6		6		8		8		8							

PBS

AVERAGE AUDIENCE	1.4		1.6		2.0		2.3		2.6		2.0							
SHARE AUDIENCE %	4		4		6		6		7		5							

CABLE ORIG.

AVERAGE AUDIENCE	5.0		5.3		5.6		5.5		6.2		7.0							
SHARE AUDIENCE %	15		15		16		15		16		16							

PAY SERVICES

AVERAGE AUDIENCE	1.8		2.0		2.0		1.8		2.0		2.2							
SHARE AUDIENCE %	5		6		6		5		5		5							

U.S. TV HOUSEHOLDS: 88,600,000

(1) ABC COLLEGE FOOTBALL-POST (PAE) ABC, (6:38-6:59)

(2) AMER. LEAGUE CHAMP GM 3, MINNESOTA VS DETROIT, (PAE), NBC, (1:00-4:44), (S)

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	5.5	5.9	6.8	8.1	10.1	11.8	15.0	17.9	19.8	21.5	22.8	24.6	25.5	26.2	26.5	28.1	28.6	29.6

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

FOR OUR TIMES
(SUS)

SUNDAY MORNING

FACE THE
NATION

3,720

4.2

17

3.3

3.5

16

3.8

*

*

4.0

4.3

17

4.6

*

*

4.8

4.6

17

4.5

1,950

*2.2

7

2.3

2.2

2.2

2.2

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

SUNDAY TODAY

MEET THE PRESS

1,330

1.5

9

1.3

1.3

11

1.4

*

*

1.6

1.5

9

1.6

*

*

1.6

1.6

7

1.6

1.6

7

1.7

1,590

*1.8

7

1.8

INDEPENDENTS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.7

30

2.3

31

3.8

35

5.6

34

6.9

33

7.7

32

7.5

29

9.1

33

11.0

38

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.3

5

0.5

7

1.2

11

1.9

12

2.2

11

2.1

9

2.3

9

2.9

11

3.3

11

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

<<

<<

0.2

3

0.7

6

1.2

7

1.4

7

1.4

6

1.8

7

1.9

7

1.8

6

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.5

26

1.8

24

2.3

21

3.4

21

3.8

18

5.0

21

5.3

21

5.8

21

5.2

18

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.7

12

0.8

11

1.1

10

1.5

9

1.8

9

2.3

10

2.8

11

2.6

10

2.9

10

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page 8.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	29.3	29.8	29.6	30.7	31.0	32.1	32.6	34.2	35.4	36.1	36.4	36.7	37.1	36.7	36.5	36.8	37.3	38.4

ABC TV

←THIS WEEK-DAVID BRINKLEY→BUSINESS WORLD

AVERAGE AUDIENCE (Hhds (000) & %)	{	2,660				2,040												
SHARE AUDIENCE	%	3.0	2.9 *			3.2 *	2.3											
AVG. AUD. BY 1/4 HR	%	10	10 *			10 *	7											
	%	2.9	3.0	3.3	3.1	2.2	2.3											

CBS TV

CBS NFL TODAY

CBS NFL FOOTBALL GAME 1
VARIOUS TEAMS AND TIMES
(MULTI SEGMENT)(PAE)

AVERAGE AUDIENCE (Hhds (000) & %)	{				4,250		9,830											
SHARE AUDIENCE	%				4.8		11.1		9.4 *		11.1 *		11.8 *		11.1 *		11.2 *	11.7 *
AVG. AUD. BY 1/4 HR	%				16		30		28 *		31 *		32 *		30 *		31 *	31 *
	%				4.3		5.3		8.8		10.1		10.7		11.3		12.1	11.4

NBC TV

NFL LIVE

NFL SINGLE
VARIOUS TEAMS AND TIMES
(MULTI SEGMENT)(PAE)

AVERAGE AUDIENCE (Hhds (000) & %)	{				3,010		6,730											
SHARE AUDIENCE	%				3.4		7.6		6.0 *		6.9 *		7.5 *		8.0 *		8.1 *	8.5 *
AVG. AUD. BY 1/4 HR	%				11		21		18 *		19 *		21 *		22 *		22 *	22 *
	%				2.8		4.0		5.7		6.2		7.0		7.1		7.5	7.4

INDEPENDENTS

AVERAGE AUDIENCE	10.7		10.8		11.6		10.2		9.3		9.6		9.7		9.2		9.3	
SHARE AUDIENCE %	36		36		37		31		26		26		26		25		25	

SUPERSTATIONS

AVERAGE AUDIENCE	3.2		3.5		3.6		3.0		2.4		2.3		2.2		2.3		2.3	
SHARE AUDIENCE %	11		12		11		9		7		6		6		6		6	

PBS

AVERAGE AUDIENCE	1.9		1.4		1.6		1.3		1.3		1.3		1.3		1.3		1.0	
SHARE AUDIENCE %	6		5		5		4		4		4		4		4		3	

CABLE ORIG.

AVERAGE AUDIENCE	5.4		5.9		5.3		3.9		4.0		4.1		4.4		4.3		4.7	
SHARE AUDIENCE %	18		20		17		12		11		11		12		12		12	

PAY SERVICES

AVERAGE AUDIENCE	2.7		2.7		2.3		3.1		3.6		3.3		2.9		3.1		3.1	
SHARE AUDIENCE %	9		9		7		9		10		9		8		8		8	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	39.0	40.4	41.3	42.5	42.1	42.5	43.1	43.7	45.5	46.4	47.1	48.3						

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{	1,060																	
%	1.2	1.2 *		1.0 *		1.2 *		1.6 *										
%	3	3 *		2 *		3 *		4 *										
%	1.3	1.0	1.0	0.9	1.1	1.3	1.4	1.7										

AT&T TENNIS CHALLENGE-SUN

ABC WORLD NEWS
TONIGHT-SUN
(PAE)5,580
6.3
13
5.9 6.6**CBS TV**

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{																		
%																		
%																		
%	8.5	6.4	6.4	6.3	6.1	6.2	6.0	5.9	5.3	5.1	5.4	5.7						

(1)

CBS NFL FOOTBALL GAME 2
SAN FRANCISCO VS ATLANTA
WASHINGTON VS NY GIANTS
(MULTI SEGMENT)(PAE)**NBC TV**

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{																		
%																		
%																		
%	8.8	8.3	9.5	11.0	12.1	12.9	13.5	14.0	14.1	14.0	14.7	14.4						

(2)

(3)

NAT'L LEAGUE CHAMP GM 5
ST. LOUIS VS SAN FRANCISCO
(4:30-7:32)**INDEPENDENTS**

AVERAGE AUDIENCE
SHARE AUDIENCE %

9.6		10.5		10.3		10.6		10.7		10.7	
24		25		24		24		23		22	

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.7		2.9		2.6		2.6		2.6		2.4	
7		7		6		6		6		5	

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.5		1.5		1.6		1.5		1.5		1.8	
4		4		4		3		3		4	

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.7		4.4		3.9		3.9		4.1		4.8	
12		11		9		9		9		10	

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.2		3.2		3.7		3.4		3.1		2.6	
8		8		9		8		7		5	

U.S. TV HOUSEHOLDS: 88,600,000

(1) CBS NFL FOOTBALL GAME 1, VARIOUS TEAMS AND TIMES, (PAE), CBS, (MULTI SEGMENT)
(2) NFL SINGLE, VARIOUS TEAMS AND TIMES, (PAE), NBC, (MULTI SEGMENT)
(3) NFL POST 1, VARIOUS TEAMS AND TIMES, (PAE), NBC, (MULTI SEGMENT)

For explanation of symbols, See page B.